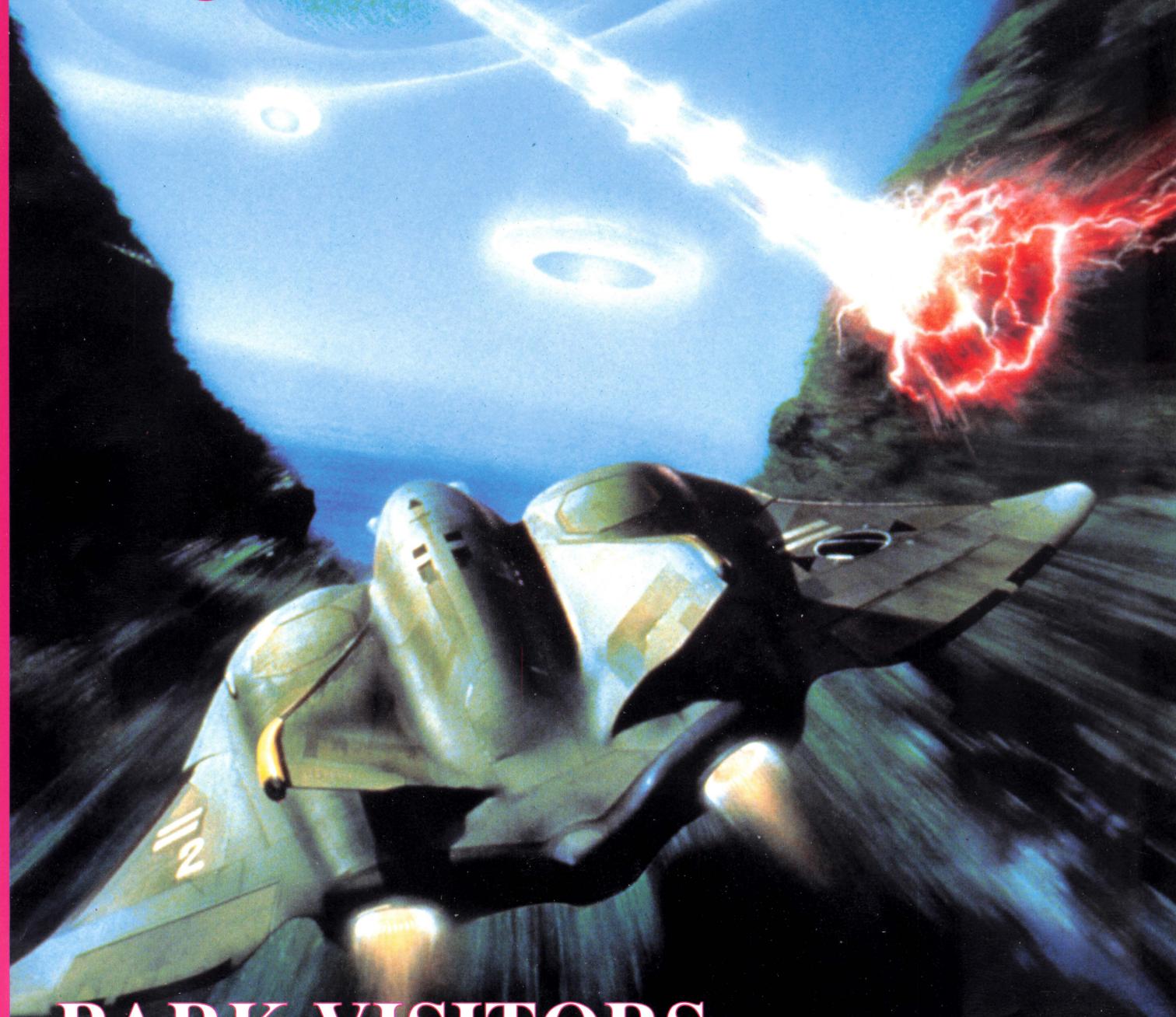
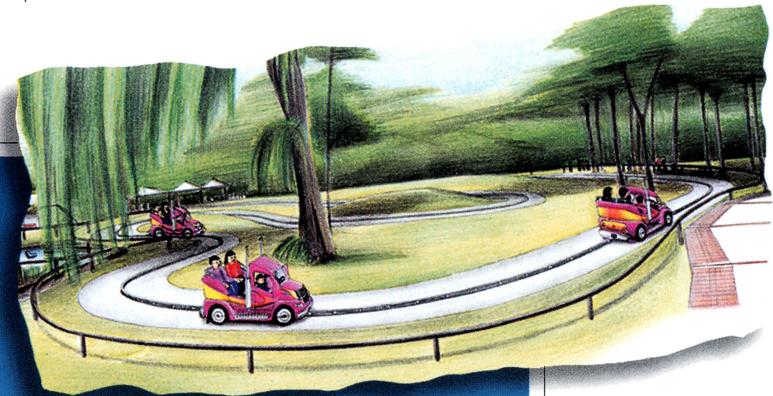




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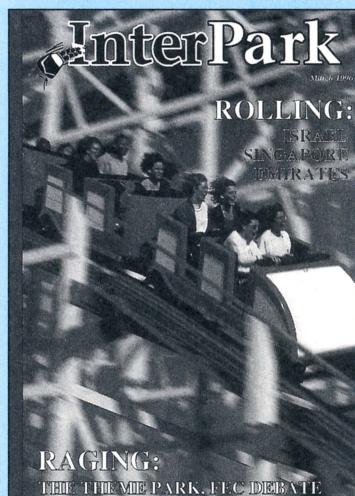
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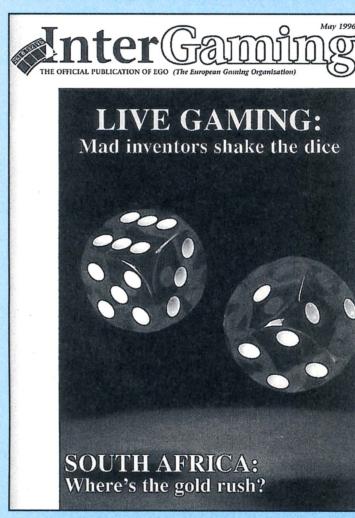
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# S

IT still and keep your arms in the car. You need to be comfortable and safe as you wait with baited breath for the excitement to come. I refer of course to the educational, cultural and entertaining trip on which you are about to embark as you coast through the pages of *InterPark*. Anyone with health problems should seek medical advice before proceeding.

The *InterPark* team is, in fact, freshly back from the Asia Pacific show in Singapore (see report page 51) which was a successful, well run affair. This of course presents IAAPA with a problem next year as their Asian amusement show, run in conjunction with the American amusement machine operators has changed its venue for 1997 from Hong Kong to, guess where, Singapore. This could turn into a real head to head with the Asia Pacific event and LeisureAsia, also in Singapore planned for March. IAAPA had better start early with its marketing.

In terms of the show calendar, Fun Expo in Las Vegas, the Rimini parks show and ILIW, Birmingham, UK are all looming in September and October for showhoppers (see parks calendar page 6) and then of course it's time once more for the mammoth, shop 'til you drop (keep your arms in the car) IAAPA in New Orleans.

The *InterPark* team looks forward to seeing some of you at most of the shows and probably all of you in New Orleans. ●

*Christine A. Butterworth*  
Editor

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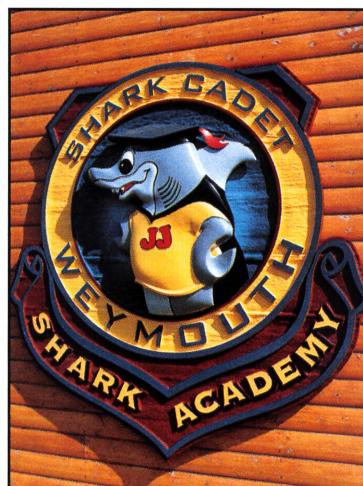
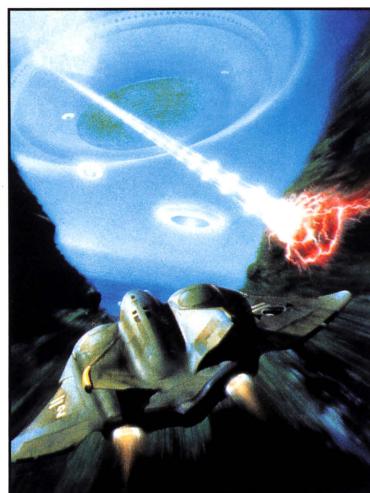
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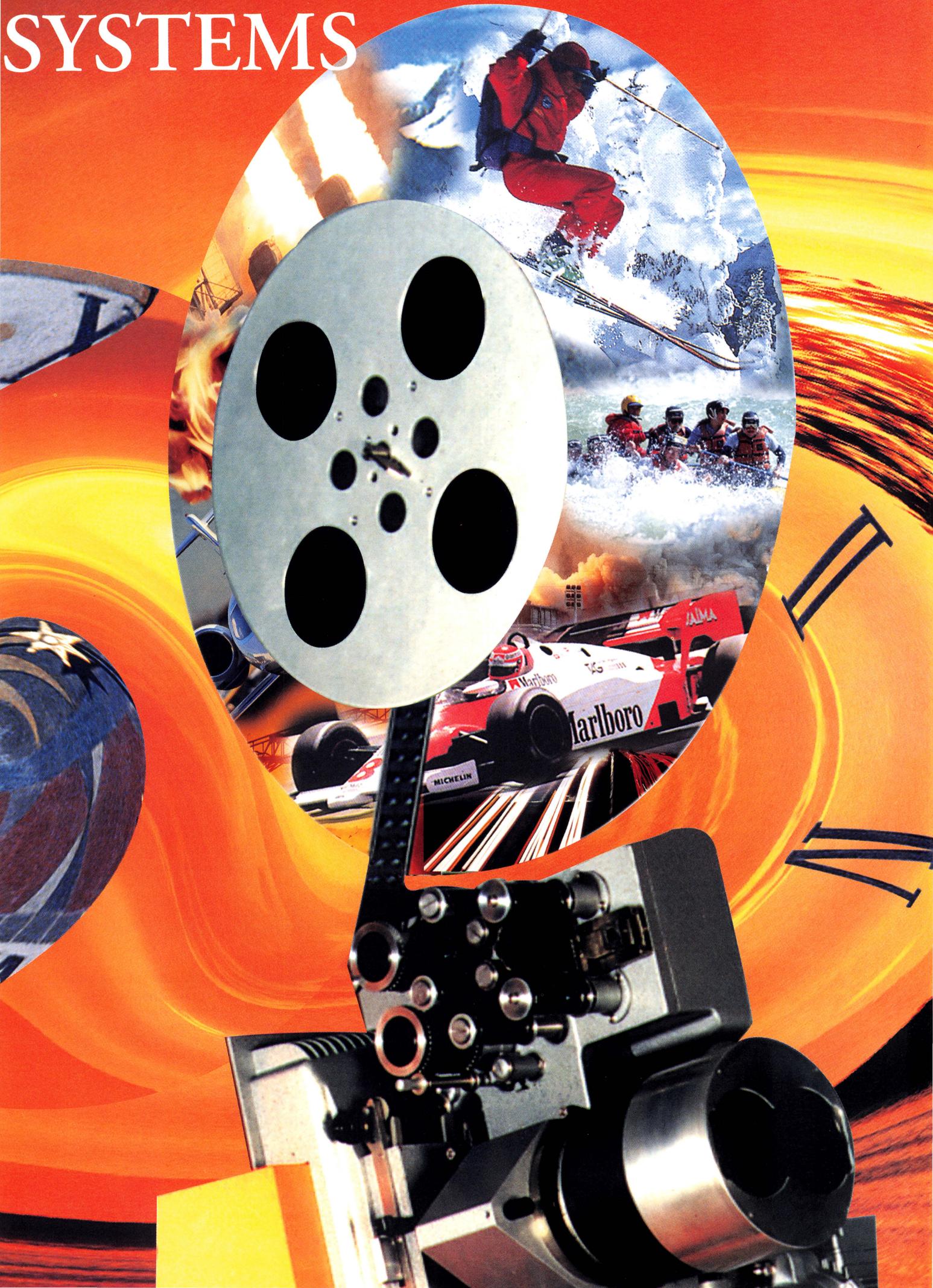
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# SYSTEMS



# International parks calendar

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**September 18-21:**  
**IAAPA Summer Meeting**, Myrtle Beach, South Carolina, US.  
*Contact: IAAPA, 1448 Duke Street, Alexandria, Virginia 22314, US.*  
**Tel:** +1 703 836 4800  
**Fax:** +1 703 836 4801

**September 24-26:**  
**International Leisure Industry Week (LIW '96)**, NEC, Birmingham, UK.  
*Contact: Independent Exhibitions, Weybourne House, 2 London Street, Chertsey, Surrey, KT16 8AA, UK.*  
**Tel:** +44 1932 564455  
**Fax:** +44 1932 560009

**October 9-12:**  
**1996 Fun Expo**, Sands Expo Center, Las Vegas, US.  
*Contact: Bailey Beeken, Fun Expo, 242 Central Avenue, White Plains, New York, NY 10606, US.*  
**Tel:** +1 914 993 9200  
**Fax:** +1 914 993 9210

**October 19-21:**  
**WWA 16th Annual Symposium and Trade Show**, Fort Lauderdale, Florida, US  
*Contact: WWA, P.O. Box 14826, Lenexa, KS 66285, US.*  
**Tel:** +1 913 599 0300  
**Fax:** +1 913 599 0520

**October 24-26:**  
**Park Show International**, Rimini Trade Fair Centre, Italy.  
*Contact: Knights Management Services, 1 Knights Garden, Hailsham, East Sussex, BN27 3JR, UK.*  
**Tel:** +44 1323 442747  
**Fax:** +44 1323 840014

**October 29-31:**  
**Amusement Industry Expo**, I-X Center, Cleveland, Ohio, US.  
*Contact: AIMS International, 6200 Riverside Drive, Cleveland, Ohio 44135, US.*  
**Tel:** +1 216 265 2619  
**Fax:** +1 216 265 2621

**November 9-12:**  
**Amuseworld '96, KOEX-Korean Exhibition Center**, Seoul, Korea.  
*Contact: KOEX, 159 Samsung-dong, Kangnam-gu, Seoul 135-731, Korea.*  
**Tel:** +82 2 551 1126  
**Fax:** +82 2 551 1311

**November 20-23:**  
**78th Annual IAAPA Convention & Trade Show**, New Orleans, Louisiana, US.  
*Contact: IAAPA, 1448 Duke Street, Alexandria, Virginia 22314, US.*  
**Tel:** +1 703 836 4800  
**Fax:** +1 703 836 4801

**November 26-29:**  
**Induferias '96**, Valencia Trade Fair Complex, Valencia, Spain.  
*Contact: Isabel Kivanc, 4 Coulson Street, London SW3 3NG, UK.*  
**Tel:** +44 171 581 3299  
**Fax:** +44 171 823 7862

**December 10-11:**  
**LeisureIndia**, Leela Kempinski Hotel, Bombay, India.  
*Contact: Gerry Robinson, TSI Ltd, 1st Floor, Sansome Place, Worcester, WR1 1UA, UK.*  
**Tel:** +44 1905 613256  
**Fax:** +44 1905 724768

**December 10-13:**  
**AmusExpo/ForainExpo 1996**, Le Bourget Parc des Expositions, Paris, France.  
*Contact: Blenheim, 70, rue Rivay F92 532, Levallois-Perret, Cedex, France.*  
**Tel:** +33 1 4756 2107/08/15  
**Fax:** +33 1 4756 2110

**January 21-23:**  
**Parks, Rides and FECs at ATEI**, Earls Court 1, London, UK.  
*Contact: Peter Rusbridge, ATEI, BACTA House, Regents Wharf, 6 All Saints Street, London N1 9RQ, UK.*  
**Tel:** +44 171 713 0302  
**Fax:** +44 171 713 0446

**March 2-5:**  
**Amusement Machine '97, China Foreign Trade Centre**, Guangzhou, China.  
*Contact: Union Fair & Trade Co. Ltd., Flat A & B, 2/F., Haojing Mansion, 122-130 Si You Xin Ma Lus, Guangzhou, 510600, China.*  
**Tel:** +86 20 87361887  
**Fax:** +86 20 87361350

**March 6-8:**  
**LeisureAsia '97**, Singapore International Convention & Exhibition Centre, Suntec City, Singapore.  
*Contact: Leisure Asia Pte Ltd., 20 Kallang Ave, 2nd Floor, Pico Creative Centre, Singapore 339411.*  
**Tel:** +65 297 2822  
**Fax:** +65 292 7577/296 2670

**March 20-22:**  
**Leisure & Amusement '97, Jakarta Convention Centre**, Jakarta, Indonesia.  
*Contact: PT. Nusa Pamerima Corporation, Lokasari Plaza, Lantai I No.90-91, Jalan Manga Besar Raya 81, Jakarta, Indonesia.*  
**Tel:** +62 21 628 7780  
**Fax:** +62 21 628 7781

**April 8-10:**  
**AVEX '97, International Vending Exhibition**, G-Mex, Manchester, UK.  
*Contact: The Automatic Vending Association of Britain, Bassett House, High Street, Banstead, Surrey SM7 2LZ, UK.*  
**Tel:** +44 1737 357211  
**Fax:** +44 1737 370501

**April 8-10:**  
**3rd Gulf Leisure Parks & Fun Centre Show**, World Trade Centre, Dubai, United Arab Emirates.  
*Contact: Gerry Robinson, TSI Ltd, 1st Floor, Sansome Place, Worcester WR1 1UA, UK.*  
**Tel:** +44 1905 613256  
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*As dates sometimes change, please check with organisers before visiting shows.*

# TOP SCAN

The new ride that brings in the crowds



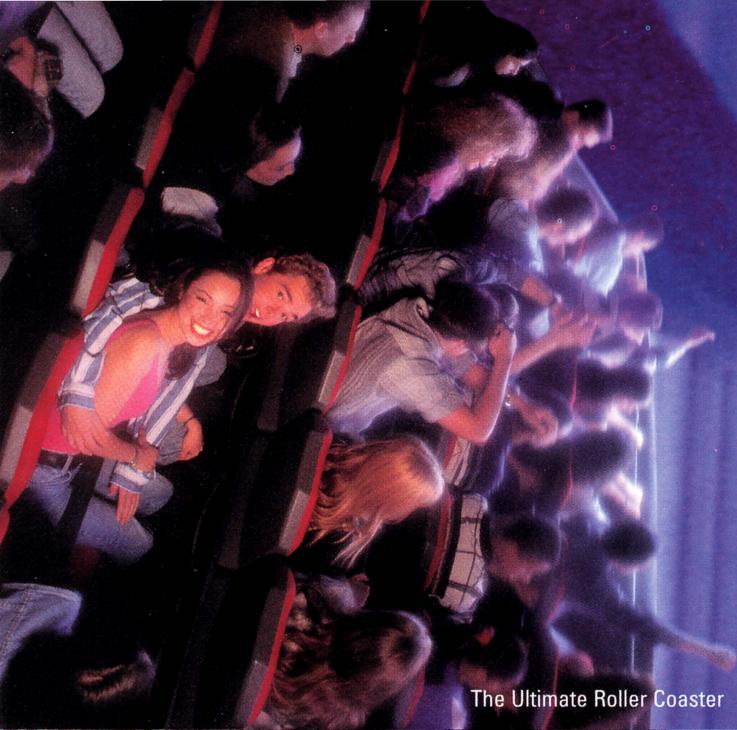
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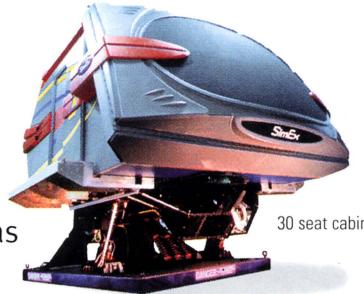
New York Skyride



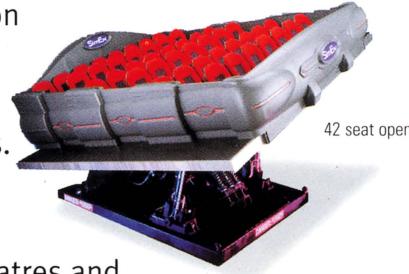
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# Heavy stuff for industry's deep thinkers

by John R. Graff, executive director, IAAPA

THE name of the book is *Jihad vs McWorld*. The author is Benjamin Barber. It is a very interesting read if you're up to some heavy duty thinking.

Before that scares you away I had better say that it is very much about our business. The author's contention is – and he is quite serious – that the amusement industry has become a major factor in a culture war that is shaping the future of the planet.

Barber's focus is on a few transnational corporations such as McDonalds, Coca Cola, Disney, Time Warner, Paramount, Viacom etc., which he says, through merger and acquisition largely control "the software of our global civilisation – the books, movies, computer programs, magazines, videos, theme parks, advertising pages, songs, newspapers and television programmes".

The author links amusement parks with film, television and books as the visible evidence of the "soft hegemony" of American pop culture. Parks and other elements of this culture "make over life into consumption, consumption into meaning, meaning into fantasy, fantasy into reality, reality into virtual reality and, completing the circle, virtual reality into actual life again".

This is the *McWorld* of the title, a world in which – to the extent they are adopted – the images, lifestyles, ideas and values being transmitted throughout the world by these companies threaten to make national boundaries meaningless and to create an almost limitless market for the satisfying of manufactured and largely artificial needs.

The *Jihad* is a counter-movement being fuelled in part by the export of America's pop culture. Not limited to the religious *Jihad* of the Islamic world, it is here used to define a militant and fanatic opposition on the part of many different groups to the spread of that culture's values. It is manifested in such things as the response of French intellectuals to the creation of Disneyland Paris, the insistence in many areas of the maintenance and celebration of ethnic purity and in the separatist demands being made in such places as the former Yugoslavia.

Barber's concerns are essentially these: If self-gratification and hedonism are the dominant themes of a worldwide market created and controlled by multi-national corporations, how are the interests of the public sector or the community at large to be protected? Effective

competition from competing images, values and ideas is difficult if not impossible when not just the software but the media through which it is transmitted (the electronic highway) and the "hardware" through which it is received (newspapers, movie screens, TV sets, computers etc.) are all owned and controlled by the same few companies.

How do you police this marketplace when it transcends national boundaries?

Barber does not see the trend toward an often unwanted cultural hegemony as being promoted by an evil conspiracy of the companies involved. There are no villains here. It is simply what he calls the "politics of inadvertence and unintended consequences in which the seemingly innocuous market quest for fun, creativity and profits puts whole cultures in harm's way and undermines autonomy in individuals and nations alike".

At one point, in discussing movies, the author even speculates that imagination as a human activity of the masses, critical to the life of the community, may be endangered. The work of imagination is now done for us and the product of imagination is packaged and sold to us.

While offering no firm prediction as to the outcome of the battle between these two contending forces, Barber tends to think the greater power rests with *McWorld* and questions whether even religion can hold out against the culture being created by the multi-nationals. He asks whether, in a battle between *Jihad* and *McWorld*, you would bet on Serbian nationalism or Paramount Pictures – Islam or Disneyland.

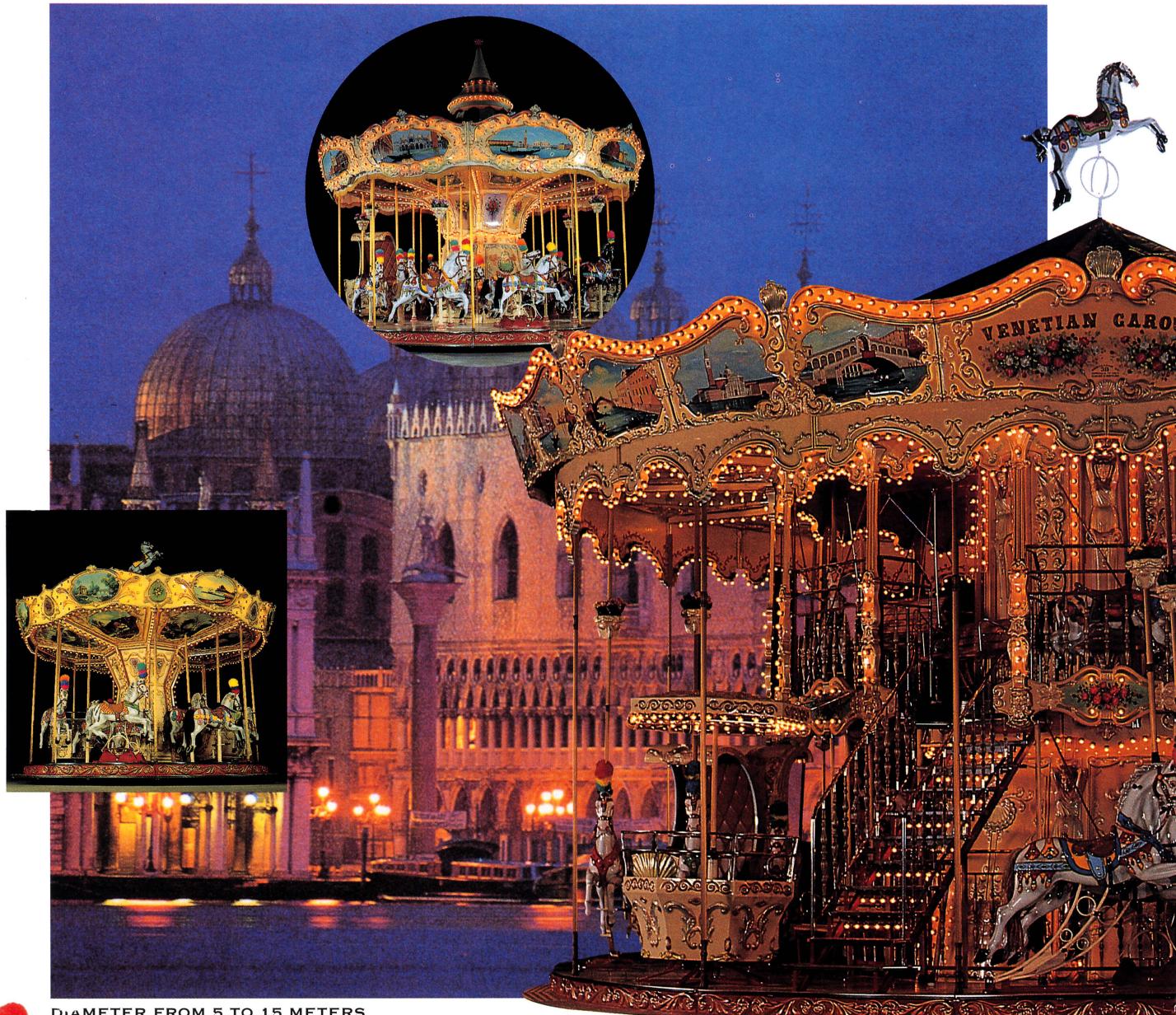
It is worth noting again that Barber is not out to paint anyone as the bad guys in this story. He does not declare the dominant culture to be wrong. He is only concerned that there be continued affective access in the marketplace to competing ideas, interpretation and values and, most importantly, a viable opportunity to assert a greater community or public interest.

The core issue for Barber is one of control. Who is to police the creation and wholesale dissemination of ideas and values when national governments of limited jurisdiction are unable to do so? Who will see to it that genuine competition exists – that other personal and community needs are articulated and provided for and that other values, ethics and ideas are accorded space on the shelves in the entertainment and information marketplace? ●



John R. Graff at the  
BALPPA summer meeting,  
Thorpe Park, UK.

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## LANDMARK DEAL



LANDMARK Entertainments, one of the theme and amusement park industry's leading planning and development companies, has been part-sold. Owner Gary Goddard (above) told *InterPark* during the Singapore trade show in mid-August that although it had not at that time been formally announced, he had sold 50 per cent of the business to Prince Alwaleed.

The Arab prince is already well-known in the industry as 25 per cent owner of Disneyland Paris and he has taken part in a joint venture with pop star Michael Jackson in the entertainment business.

Mr. Goddard told *InterPark*: "Prince Alwaleed is becoming more and more interested in our industry and our make-up of parks, destination resorts, movies and TV licensing and entertainment fits with his own plans. It makes us the first sizeable company in the business to be fully capitalised.

"Landmark has been a leader for some time now. For us it means that we can be very selective about what we do and what we can offer the capital back-up for projects which we think will be worth backing. It also means that we can invest in developing our own products as well." ●

## VEKOMA OFFICE IN S.E. ASIA



Vekoma's Roger Houben congratulates George Chow on the new alliances.

## NEW SERIES OF SEGA PARKS



SEGA is to launch a whole new series of international theme parks and plans a head to head with Disney in the US, according to company chief, Hayao Nakayama.

Talks have taken place on a proposed new park in Las Vegas and Sega's first US theme park is expected to open within two years. Other locations currently being addressed as potential park sites include Hong Kong, Taiwan and Singapore which would become Joypolis centres to add to Sega's two existing Joypolis parks at Tokyo and Yokohama. Sydney's Darling Harbour is also expected to see an attraction opening late '96.

Mr. Nakayama indicated that around 30 top amusement centres are planned for the US and three attractions similar to the new Sega electronic theme park at London's Trocadero may open in the UK. The high-tech Trocadero site is a US\$68m investment which covers 110,000 sq.ft. and seven floors in the heart of London. It is scheduled for September 7 opening.

Mr. Nakayama said that costs of the planned high-tech parks would be lower than those in traditional theme parks where rides can cost US\$90m.

He said that the most expensive attraction at the Trocadero was \$3m. ●

MAJOR Dutch-based roller coaster manufacturer Vekoma has formed a new branch in southeast Asia, named Vekoma Asia Pte. Ltd., a joint venture with a new company, ACOR Leisure Pte. Ltd. which has been set up by George Chow, formerly general manager at Kerry Leisure, a major FEC operator.

Vekoma Asia will spearhead the company's business thrust in the Asia Pacific region outside of Japan and Korea.

Vekoma Asia has also set up strategic alliances with Funworks Pte. Ltd. and Storyline Concepts (Asia) Pte. Ltd.

Funworks is a concession operator of amusement rides, with strong associations with leasing companies. Storyline Concepts designs and produces merchandise for distribution in the region. - IP27 ●

● AS it moves into profit Disneyland Paris easily remains the number one park in France, according to recently published figures. Its 10.5 million visitors places it way ahead of the competition, with Futuroscope second (2.8m) and Parc Asterix third with 1.8m. The "French Top 5" is completed by Walibi Rhone-Alpes and Walibi Schtroumpf (Metz), each of which welcomed 400,000 paying guests last year. ●



## VATSA ON WAY



Ravi Burman with one of his partners, White Waters' Andrew Wray.

RAVI Burman, chief executive officer of Vatsa Entertainment Ltd., of Bombay, India, is overseeing the largest theme park development his country has ever seen.

Vatsa World is being built just outside Bombay - 42 miles from the city just at the end of the local commuter railway line - on 1,400 acres of land. Inside that there are 140 acres of theme park and 30 acres of waterpark. There is also a 150-acre safari park and three hotels.

The development will be open in three years with the theme park, safari park and one of the hotels opening in phase two, and the rest opening in the first phase.

Developing the project is Rouse Wyatt Associates of the US, Vekoma of Holland providing many of the major rides and water features coming from White Water.

Altogether the project will cost US\$1bn. The ground breaking will begin in November.

Meanwhile, the Vatsa group, which is a multi-facet industrial group, has opened its first family entertainment centres, two of them in Bombay as the first of a chain. The next will be in Bangalore, then Delhi and other major Indian cities. Named simply Vatsa, the FECs are equipped with junior coasters and other attractions. Again, Rouse Wyatt Associates of the US has been closely involved and so has Vekoma. The group has tied up some major brand names for the shopping, dining and amusement experiences in the FEC venture, among them Kentucky Fried Chicken, Pizza Hut and Shoppers Super Stores. ●

● MGM is to invest US\$250m over two years into a redefinition project of its MGM Grand property in Las Vegas. Emerald City is to be completely re-themed; new restaurants will be added, a new convention centre is to be constructed and new attractions will be built in the theme park. ●

## 100 YEARS OLD

BLACKPOOL Pleasure Beach has two reasons to celebrate this summer. As well as commemorating its hundredth year of operation, the UK park has given a facelift to one of its oldest and most popular attractions - Noah's Ark.

The Ark reopened to the public on August 2 following a £500,000 (US\$750,000) refurbishment.

Noah's Ark was built in 1922 by American William Strickler. Its animal theme and quaint wooden corridors thrilled park goers for almost 75 years until its closure for revamping in November '95 under project manager David Mercer.

Steam effects, wobbly walkways, a mini-maze and other surprises have been added to the ark's more old fashioned charms and the attraction now makes a fitting replacement for the park's funhouse which was destroyed by fire some years ago.

The ark "basement" now makes up the Pleasure Beach's new hi-tech ticketing area which can handle up to 10,000 people an hour. ●



## INDIAN WATERPARK OPENS

THE Great Escape theme park, situated in the western suburbs of Bombay, India is scheduled to open this month. The owner, Rajen Shah is also one of the leading manufacturers of water slides and related equipment in India. While water, as a means of amusement, has caught on a little late in India, it is becoming popular.

Facilities at The Great Escape are water slides ranging from a height of 18ft. to 42ft. totalling a length of over 1,000ft.

The first phase of the park is scheduled to open this month at a cost of US\$1.37m and the owners are expected to invest a further \$1m within the first year of operation.

The park is well landscaped with rolling hills; all slides use the hills as a climb point. Although going down the membership route with entry fees of \$300 refundable in 12 years, the waterpark promises to heat up the city of Bombay. Rajen Shah is primarily platforming the park as a showcase for his water equipment factory, known as Arihant.

Only 30 minutes away from EsselWorld, India's premier amusement park, The Great Escape is predicted to be a great success. ●

## ASTERIX SEEKS INVESTORS

GALLIC theme park Parc Asterix, located outside Paris, is seeking investors for its flotation in the autumn.

The park is owned by a multinational consortium of companies. All are likely to retain their interest but have made it clear that they do not wish to invest further in the park's development.

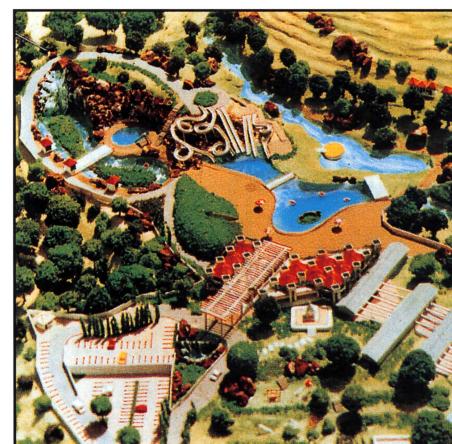
Park president Olivier de Bosredon estimates that the operation should allow the equivalent of a year's investment to be raised - around Ffr70m (US\$14m).

Parc Asterix does not open all year round, and attracts far fewer visitors than its larger local competitor, Disneyland Paris which, on its opening in 1992 sparked a 30 per cent attendance drop at Parc Asterix.

Attendances are back up however, and the park is now making a profit with a turnover of Ffr308m (US\$62m) in 1995 and the company expects to attract two million visitors in 1996. ●

## BIGGER THAN THE BIG ONE?

TIGHT-LIPPED park officials refuse to be drawn on design and manufacturer, but *InterPark* can report that the next big attraction at Blackpool Pleasure Beach, UK will be a dark ride. At a reported £12m (US\$18.5m), investment is considerably higher than for the park's current flagship and world's tallest roller coaster, the Pepsi Max Big One. The ride is due to be completed in 1998. ●



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## KINDERLAND OPENS IN BELGIUM



BOBBEAJANLAND'S children's fun park Kinderland in Lichtaart, Belgium (pictured above) was officially opened this summer.

Aimed at the lower age bracket the specially designed building has 7,000 sq.m. of floor space on several floors. The indoor park was conceived by Bobbejaan Schoepen to combat the inclement weather which affects most European parks to some extent.

The work of Belgian architects and builders, Kinderland houses attractions from such manufacturers as Peter Petz, Modern Products, Heimo and Zamperla, and the atmosphere inside the complex is bright and cheerful. The Belgian Prime Minister Jean-Luc Deheane was unable to attend the opening as arranged, and was represented instead by his wife. ●

## ULTIMATE EARTH

CANADIAN simulation company SimEx is promising that its latest hi-tech attraction will be a positive dinosaur of a ride when it opens on Hokkaido, the northern island of Japan this summer.

The Ultimate Earth Ride features a 70mm film and 30-seat electric simulator cabin, and recreates Earth as it was over four billion years ago. The ride will be part of the Summer Camp Expo in Sapporo, an event organised by the Sapporo Chamber of Commerce and Industry. Said SimEx President Michael Needham: "SimEx has many friends in Hokkaido. It's a real pleasure to show them all first hand how powerful a SimEx attraction is." ●

## BIGGEST FAMILY ROLLER COASTER



Pictured signing the contract in Vienna, are John Lanfredi and Mrs. Lola Passweg.

ITALIAN rides manufacturer Pinfari SRL - in its 70th year of trading - has announced the construction of what it claims is the biggest family roller coaster ever made.

Called the FC80 by Pinfari, it is due to be installed in Vienna's Prater park by spring 1997.

The company has also just signed a major deal to build a high speed roller coaster for a theme park in Ireland.

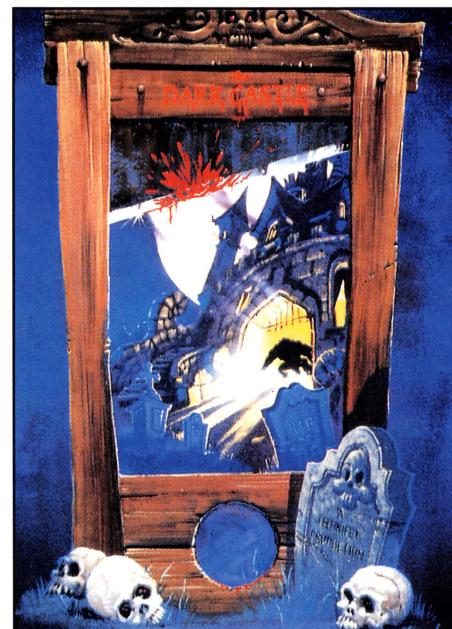
The new 50-metre ride will be of monolithic structure and is expected to be erected for completion during 1997. - IP08 ●

## CEREMONY HONOURS ESHUIS

DUTCH park Walibi-Flevo (formerly Flevohof) celebrated 25 years of business recently with a party for many of the original staff and a naming ceremony to honour its founder Herman Eshuis, who died in November last year.

Current park manager Hans van Driem, addressing the hundred former employees said that it was the legacy left by Mr. Eshuis on planting trees and park infrastructure which had made the park what it is today. In reply, Mr. Eshuis' daughter Margreet - herself the principal of Leisure Marketing, France - said she was grateful for the honour paid to her father. Having grown up on the park, she was delighted at the new developments and the success of Walibi-Flevo. A street sign was unveiled by the mayor of Dronten and Mr. Eshuis' widow. ●

## SPECIAL FANTASY



SPECIAL effects are the stars of the show in the Dark Castle ride at Fantasy Pointe, Nasu Highland Park, Japan, which has been developed by Californian producers Technifex.

Said to be "definitely not for the squeamish", the ride features extensive use of blacklight throughout. "We had a limited budget so we had to use flat sets", said Technifex President Monty Lunde, who added: "Blacklight paint lets us add a feeling of dimensionality. The low light levels worked to our advantage by creating the illusion that there's much more physical space than there actually is".

Technifex has produced the ride from conceptualisation to installation, employing the talents of such companies as Lexington Scenery, Triad Studios and Gallegos Lighting Design for individual show elements, with architectural design and master planning provided by ED2 International. - IP07 ●

## HAWAIIAN PARKS CLOSED DOWN

THE future of Hawaiian attractions Sea Life Park and Wairne Falls Park is unclear after owner/operator Attractions Hawaii was foreclosed upon by the Bank of Hawaii in July. The company borrowed from the bank in 1989 and has experienced repayment difficulties after falling attendances at both parks since that time. The outstanding debt is around US\$12m.

Attractions Hawaii COO Jeff Pietsch says that foreclosure comes just as the company is on the verge of resolving its problems. The parks have been actively marketed for the last two years and in recent months a group of local investors have begun seriously talking about purchase.

A "debt service holiday" granted by the bank - which has now ended - enabled Attractions Hawaii, said Mr. Pietsch, to upgrade facilities, improve efficiency and plan for the addition of new products.

He added that falling attendances had slowed and were showing signs of turning around. Nevertheless, the parks have now had to close and at the time of writing there were no interested buyers reported. ●

## GIANT DROP OUTSELLS FREEFALL

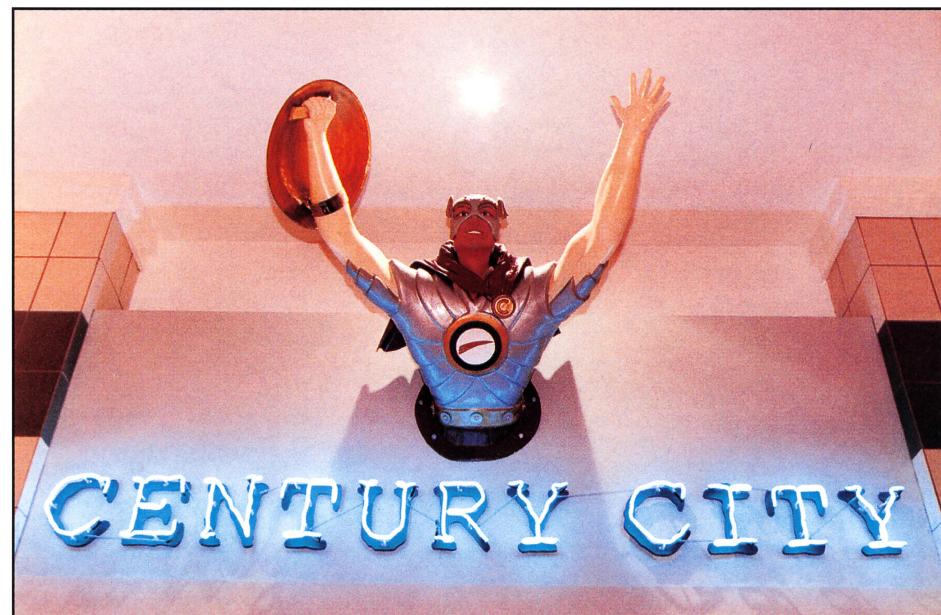
MAJOR rides producer Intamin has sold 14 Giant Drops so far in a year, whereas its predecessor, the Freefall, sold 15 in 10 years. Said Roy Vocking (pictured): "It is a combination of circumstances which have led to this; price, capacity and space requirements are the major ones. There are also improvements in technology, including a new magnetic braking system."

The rides have, interestingly enough, mainly gone to the east. They have been sold in Japan, Australia, Malaysia and a few in the US, but none in Europe. "Most parks in Europe have height restrictions which is one reason for this," said Mr. Vocking. "And some of these rides could be 100-metres high. But at the moment we are not in a re-investment cycle in European parks. They seem to re-invest every two or three years and we are not due for that to come around again until next year."

Intamin, meanwhile, is very busy in Brazil with four major rides going into a park in Rio, named Terra Encantada (Discovery Land). Another project in the same country is a major new family entertainment centre in Sao Paolo, including a flume and simulators.

Four rides are going into Giroland in Egypt and a low-tech rapids ride is about to come on the market from Intamin designed for smaller parks with a 500,000-700,000 annual throughput. Simulation is busy for the company with six theatres going into the US and two into Japan, one into mainland China and one to Cairo, Egypt. Other work is being carried out for Hong Kong and Korea. ●

## FOOD AND FUN FOR DUBLIN



DUBLIN'S popular Parnell Centre is to be boosted by the Sheridan Group with its addition of three new outlets - two themed restaurants and an FEC - which officially opened recently.

Century City offers hi-tech entertainment from 83 machines in a two-floor time travel environment, boasting such machines as Dynamic Vision's Orion games system, while the Flix restaurant (movie theme, no prizes) is a fast food affair designed to complement the Virgin cinema which opened at the centre last year.

Diners eat their food in the company of King Kong and Jaws, with a yellow brick road weaving around the facility which includes a nine screen video wall and numerous video monitors.

American sports restaurant Strike 4 offers a wider menu for the less time-conscious. Walls of the multi-theme eatery are adorned with sporting memorabilia and paraphernalia, with constant sports action replayed via video screens. The Sheridan Group plans to open further Strike 4 restaurants in Belfast and Bournemouth, UK. ●

## DISNEY'S FOUR YEAR PLAN

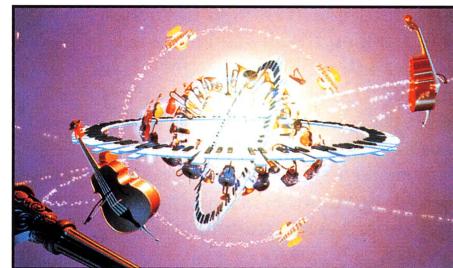
AFTER scrapping its plans last year for a west coast Epcot Centre, Disney's proposal for a new theme park next to its existing Disneyland site in Anaheim, California, once again looks set to go ahead.

It will take around four years to complete the new park.

Dependent on local government approval of a joint financing package proposed by the amusement giant, Disney is to invest US\$1.4bn in the park, with Anaheim council undertaking a US\$550m clean up and improvement project of the surrounding area.

Work on the Californian Adventure Park - dual themed to represent the attractions of Hollywood and the beautiful Yosemite Park - is due to start early next year, with completion expected for 2001. ●

## IT'S THE WORKS IN FRANCE



### TOP SCAN - FAB'S TOP RIDE



FAB of Luxembourg has introduced its latest product, Top Scan - a thrill ride consisting of six, five-capacity gondolas mounted on a cross beam which can rotate in any direction whilst moving vertically. The variomatic hydraulic drive enables the arm with the gondolas to prescribe an oval or circle, left or right, with the gondolas themselves allowed to swing freely and rotate, with the ability to perform a 360 degree loop depending on the centrifugal force exerted.

Three units have been sold to date - two in France and one in Germany - and according to FAB's Rolf Düpmann, are meeting with great success. In fact, he says, one French showman is so impressed with his that he intends to purchase another unit at the end of the season. - IP09 ●

### SPARES MOVE

UK PARTS and service company Amusement Park Spares has recently moved to new, larger premises. The company, founded by Steve Wilkins, can now be contacted at Unit 25, Hurlbutt Road, Heathcote Industrial Estate, Warwick, CV34 6TD, UK.

A main stockist of bumper car parts for all models, the company also undertakes repairs and servicing on the cars themselves. This side of the business saw three sets serviced during last winter, with a fourth set from a major UK theme park currently being worked on.

With more space available, the company plans to extend its stock range and in the near future, it is hoping to stock complete sets of cars. - IP01 ●

### TALKING TURKEY



IN a male dominated industry, one of the few well-known ladies is Elke Stolzenberg, director of Super Cinema 3D Systems who, together with her partner Eddy Meyer, is responsible for company sales. Such a task takes her to many parts of the world, and living out of a suitcase has become a way of life for Elke.

Recently the growth in the industry in the Far East has resulted in long periods in Korea, Japan, China and Malaysia to name just a few, and she has found great success with her 3D product.

Recent sales include a 3D motion theatre to Woobang Land in Korea. With sales in Korea, Beijing, Taiwan, Japan, Singapore and Hong Kong, Elke has shown she is more than a match for any mere male!

Quite what she's doing with these turkeys in Egypt though, is anyone's guess ... ●

EXPERIENCED entertainment development firm The Works is the latest company to contribute to the development of hi-tech French theme park, Futuroscope. The Californian outfit, in conjunction with Matsushita/Panasonic has licensed to Futuroscope Adventures in Audiana - a computer generated, self-proclaimed magical journey through a mythical musical world.

Originally created for Panasonic with a Japanese soundtrack, it has been re-recorded in French and the translation is, in the words of The Works VP of planning and development Sumito Okamoto, flawless.

The Works creates products ranging from theme park attractions to computer software, and has recently been involved in character and story development for the promotion of Canon Zero One - Japan's largest chain of computer retail stores, and several main attractions in the Shima Spanish Village, Japan, and Tivoli Gardens, Japan.

President Frederic W. Hope believes the possibilities for Adventures in Audiana are endless, and said that because The Works can cross-utilise the original database, with very little effort: "Audiana could be a computer game, a compact disc or even a simulation ride film." - IP02 ●

### TRAGIC START FOR WARNERS

BAD luck has plagued the Warner Bros. Movieworld project in Bottrop, Germany since it was opened after great opposition from many Germans due to the ease of planning restrictions and subsidies it received.

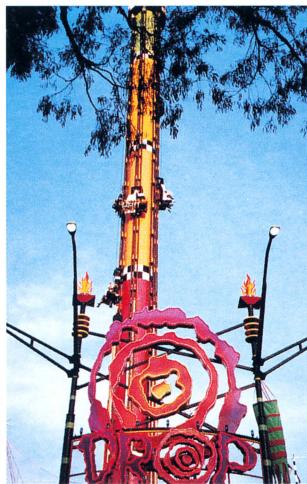
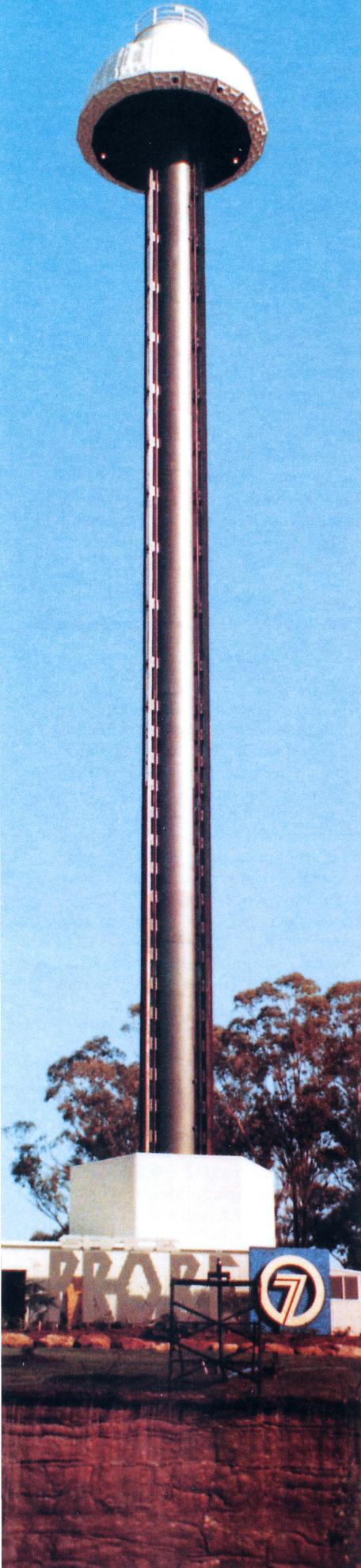
The opening ceremony was marred by the tragic death of a member of an aerial stunt team whose parachute failed to open and, during one particular busy day, around 20,000 customers and management alike were dismayed by the complete electrical failure of the park. ●

### US\$30m COMPLEX

A NEW £20m (US\$30m) leisure complex development by the Rank Organisation is to open this autumn on a 16 acre site on the south bank of the river Clyde in Glasgow, Scotland, with the creation of around 500 jobs in the unemployment hit city. ●

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## NEW FOR TOKYO



TOSHEMAN Park near Tokyo, Japan is retiring its first miniature C.P. Huntington engine and setting it to rest on permanent display in a children's play area, replacing it with a new, identical engine.

The 16 year-old replica – said to have carried around 26 million passengers at a rate of 4,500 per day – is, according to park manager Hiroshi Uchida, one of the most popular attractions at Tosheman Park. "Almost everyone of all ages likes to ride them", he said. "We feel that retiring the oldest to a children's play area is a way we can get even more years of use from it."

The C.P. Huntington train can be found operating across the globe, and the first model built 36 years ago is still at work in Joyland Park, Kansas, US. ●

## 'NEW INTERACTIVE' BOATS



THE Millennium Group, Florida, claims to have achieved an "unprecedented level of reliability" with the latest addition to its redemption line – remote control boats. As well as ticket dispensing, the product, specially designed for FECs (Family Entertainment Centres), features a digitally displayed points scoring system based on player accuracy utilising the ships' on-board cannon.

"In essence", says Millennium chief Richard DeVuono, "We have turned the mundane remote boat operation into an exciting new interactive game. With the addition of scoring, and the accuracy of the scoring system, we offer our remote boat attraction as a simulator as well."

The Spanish Galleons and Battleships attraction eliminates the need to empty the vessels of water manually thanks to the inclusion of a bilge pump.

The system also allows for water charging, and is fully warranted for three seasons or 12 consecutive months. - IP10 ●

## ON-LINE

**TORNADO**, UK – currently pursuing business in the Pacific Rim after the success of its remote control boats in the Magic Island Amusement Centre, Bangkok – has announced a new Internet site where information on its products is available 24 hours a day.

<http://ds.dial.pipex.com/tornado/> is the address, or enquiries can also be made via email at: [tornado@dial.pipex.com](mailto:tornado@dial.pipex.com). ●



Wyandot Lake director of attractions Trevor Leonard, right, joins The Millennium Group's chief operating officer Richard DeVuono and director of sales Maria Bodon in front of the new site set aside for the Spanish Galleons.

## IN MOTION

SIMULATION specialist Thomson Entertainment of the UK and Swiss motion base expert Intamin are to collaborate on a motion picture theatre project at the GU GU Park entertainment centre, Sao Paulo, Brazil.

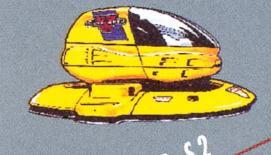
Intamin will configure nine of its four seat Maxi Motion units for the 36 seat attraction which is set to open at the end of the year, with a number of ride films provided from the extensive Thomson library. Looking forward to the project, Thomson sales and marketing director Chris Chaddock commented: "Intamin has rightly earned a reputation for the quality of its engineering and reliability, while we have invested heavily in our ride library in recent years." - IP06 ●

## MORGAN HITS BACK AT ARROW

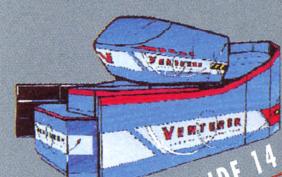
D.H. MORGAN has hit back at allegations that they misappropriated trade secrets from Arrow Dynamics. As previously reported in *InterPark*, Arrow filed a lawsuit against Morgan which also claims that Morgan computer scanned Arrow drawings for use in Morgan's own design.

D.H. Morgan President Dana Morgan has said that these allegations are "Absolutely not true". He told *InterPark*: "We have never scanned Arrow drawings for any purpose. Our coaster designs are considerably different from Arrow's and were developed by our staff over the past three-and-a-half years. We believe that our recent success in the steel coaster marketplace is due in part to some unique design aspects of our steel coasters. We are confident that a review of the mega coaster we are providing for Valleyfair Park in Minnesota will prove that this coaster is a Morgan design constructed with original drawings from D.H. Morgan Mfg. Inc." ●

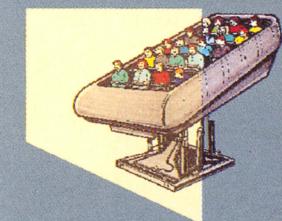
● **NISHILAND**, Bombay, a new US\$8.5m waterpark in the eastern suburbs is due to open in November this year. ●



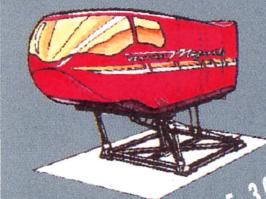
VENTURER S2  
2 SEATS



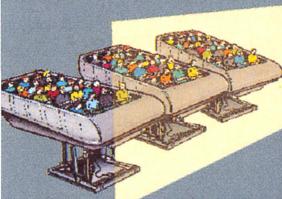
VENTURER MOTIONRIDE 14  
14 SEATS



MINI MOTION THEATRE  
20 SEATS

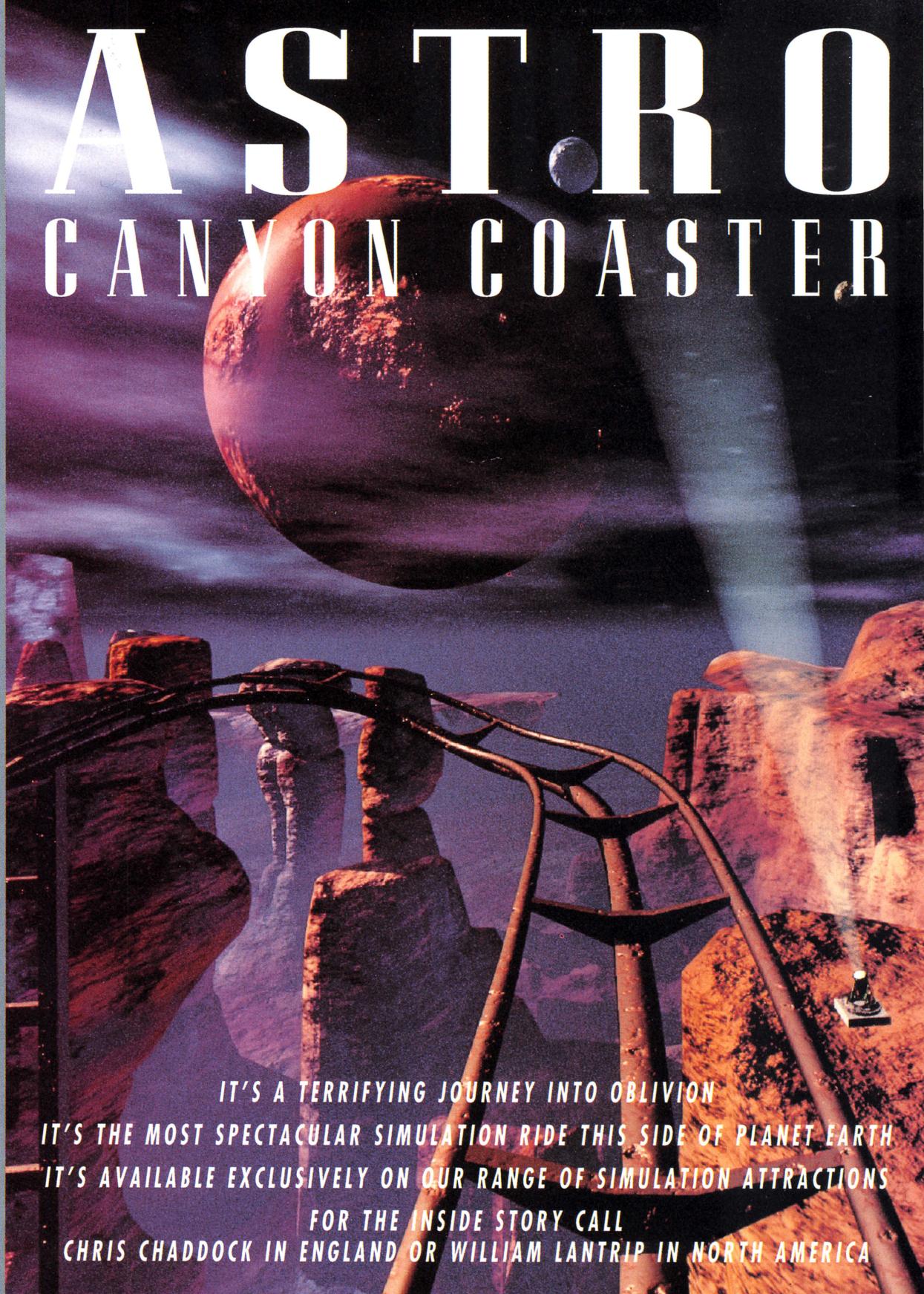


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Astro Canyon Coaster © 1994 Taito Corporation. A Talent Factory production. Exclusive distribution outside Japan by Thomson Entertainment.

# Park projects

The US\$2.6bn **Bintan** tropical island resort recently begun in the Riau group of islands in the **South China Sea** is expected to attract 200,000 visitors this year even though it is still in a comparatively undeveloped state. Built so far is a golf club, beach hotel and 10 restaurants. It is projected that 12 million tourists will visit the resort by the year 2005. The whole 25,000 hectare project, which is expected ultimately to include park and themed equipment, is to be staged over a 15 to 20 year period. The project comprises a total investment of US\$10bn and is a joint venture between **Indonesia** and **Singapore** with the Salin Group, Indonesia and the Singapore Technological Industrial Corporation having already invested \$150m. Eight unnamed international companies have pledged \$1bn.

The **Toronto**-based theatre chain, Famous Players, owned by **Viacom Inc.**, has announced expansion plans with the addition of 20 more screens to its operations across **Canada**. New features planned for all its expansion sites include video game arcades, You TV and automated ticket machines. Three new multiplex theatres are also scheduled to open by November 1996 in Burlington, Sarnia and Moncton.

Due to open this month is a 70mm waterscreen show designed for **Wonderland Family Fun Park**, Dubai, **UAE**. The system will project high-end 3D computer generated imagery of Caribbean scenes onto a curtain of water up to five stories high, the images being lent a mid-air holographic effect by water mist. It is nearing completion at the **California** studios of the video agency.

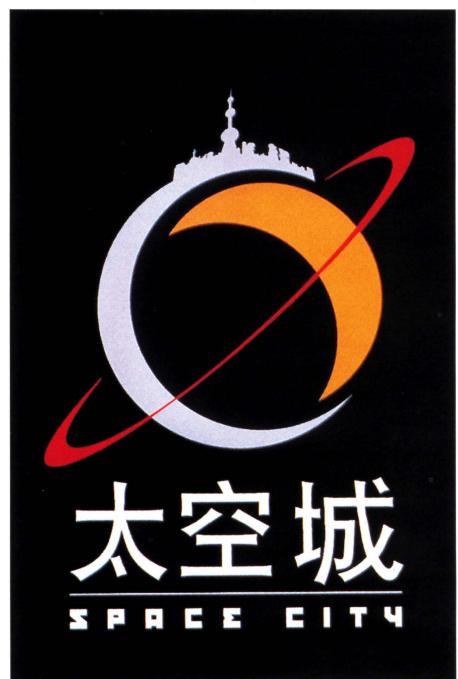
A children's theme park is to open in 1997 in Harrison County, **Indiana**. Four adjacent restaurants are also scheduled. It is part of a 232 acre riverfront site, which when fully developed will include a sports arena themed on the Colosseum, an Omnimax theatre, Magical Empire attraction and 18 hole golf course. It will be developed by **ITT Caesars** and the **Paul Steelman Group**. Also on the site there is a plan for a 45,000 sq.ft. temporary boat to operate in Bridgeport, with a permanent 450ft. long vessel to follow, which will include 80,000 sq.ft. of casino space on four decks.

The first site has just been secured for **An American Wilderness Experience**, a nature based attraction and multi dimensional entertainment adventure. **Ogden Corp., US** has announced that it has signed a long term lease with the Mills Corp. The first site will enable visitors to experience the different regions of California through replicated environments. Ogden Corp. hopes to bring the attraction to major urban entertainment centres, building upon a variety of regional experiences throughout the US.

An investment of Fr131m (US\$26m) from a consortium of **French** corporations and three French ministries will see the construction of **Space City** in Toulouse, southern France. Buildings in the three-and-a-half hectare park are due to be completed by March 1997 and the planetarium, which will present a video show on astronomy will be completed by June. School groups, foreign tourists and the regional population are expected to comprise the vast majority of what bosses are hoping will be 150,000 visitors per year.

At least two new parks are currently under construction in **Egypt**. **Media City**, is being built close to **Dreamland**, near Cairo. It is a government backed venture covering one million sq.m. It will include working facilities for film and broadcasting networks as well as a public amusement park. A new park, **Geroland** is also planned for Egypt and has already placed orders for rides including a Boomerang roller coaster from **Vekoma** in **Holland**.

**Walt Disney** is planning to enter the location based entertainment (LBE) sector, although no news is yet available as to where the first site or sites might be. Steve Doomer is heading the planning of the project from Disney's Glendale, California based Stores Division, and confirmed that no partners were being sought for the undertaking as the company is venturing alone. LBEs comprise multiple entertainment attractions and themed restaurants in a single location, and since Disney already operates many mall-based retail stores, one possibility is that the entertainment giant expands certain sites to include food, games and other attractions.



San Francisco-based design firm **Gensler** is currently working on the design for a 50,000 sq.ft. indoor entertainment centre inside the Oriental Pearl TV Tower in Pudong, **Shanghai**. Heavily themed to outer space, the four level project, called Shanghai Space City, at present consists only of an observation deck but nonetheless attracts many visitors, and will when completed include an **Iwerks** simulator, **Vekoma** roller coaster and two **ProSlide** products. It is expected to open early next year. The galactic theme will include large fibreglass planets and many space related props such as lunar vehicles and NASA space suits; even the method of payment is futuristic with a computer debit card system eliminating the need for cash on the rides. Access to the levels is via an elevator which features lighting effects and a sound track designed to simulate rocket propulsion. Complementing the rides will be a number of themed food outlets and a fourth level providing two laser tag games utilising bridges and towers, again with an outer space theme. ●



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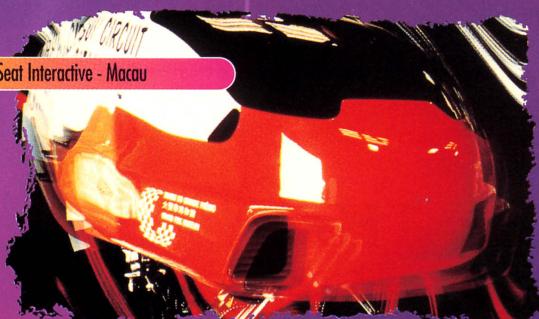
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## How to attract two million visitors!

PARKS represent just one area of leisure to a leisure hungry public, and competition for custom is fierce. One fundamental premise however, remains. It is the basic business of parks to provide a guest experience which is not nice, not good, but is exceptional. This is the claim of William F. Dawson, founding principal of Leisure Resources International, in a recently published paper in which he addressed the issue of... how to attract two million visitors.

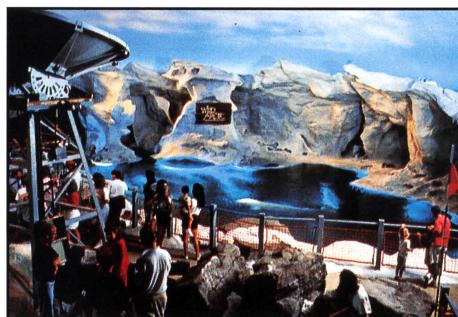
Two million visitors, he says, has become a standard which separates the major or regional theme parks from those which are considered local or part of one community. According to Mr. Dawson, most cities in the world are of sufficient populace to attract such numbers, though to do so in markets of 3-5 million is tough, and a basic plan must be in place. The vast majority of theme park visitors will do so as a result of two major driving forces – group sales and positive word of mouth.

Group sales should be started a year and a half prior to a park's opening to allow the time necessary for generating group business, and a target of 40 per cent of total attendance is realistic as this is the achievement of the major parks. Word of mouth is an absolute must for annual attendance increases, and since there is more than a shred of truth in the aphorism which states that every guest who has a good

experience will tell 10 people and every guest who has a bad experience will tell 20, a park with just a handful of bad experiences each day will do little more than tread water in terms of attendance figures in this area – it's a difficult task!

### ATTRACTING GOOD ATTENDANCE

It is important to have realistic expectations for park attendance and, if all things remain equal, targets should be set on a day by day basis based on figures from the previous year. Problems arise when attendance falls, for instance, 10 per cent below the marketer's projection, but he fails to act until it becomes 20 per cent behind. Quick action when the problem is noticed gives a much increased probability of correction.



*Rides are bigger than ever before and the thrills they provide are better.*

*Advanced coin machines of skill and reaction replace traditional midway crowd pleasers such as shove ha'penny and hoopla. But what's the point if the parks are empty? If the ways in which they are offered remain firmly in the past?*

*Top, summer at DisneyLand Paris. Left, SeaWorld Florida.*

# Flights of Fantasy

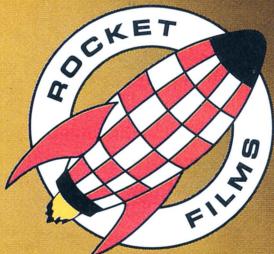


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Fjord-Rafting at Europa Park, Germany.

Below, the Christmas parade at Disneyland Paris.

Attendance goals are reached – or at least aimed for – using a number of strategies at a park's disposal, and a successful combination of them all is required in order to reach the target.

**Group Sales:** This is direct solicitation business with tour operators, clubs, travel agents etc., and can often be a simple and laborious case of pulling organisation names from phone books. If a group visits the park and experiences a good time, it is highly likely that it will revisit or that the organiser or leader will return with another group the following season. Thus the group sales sector begins to compound itself.

**Promotions:** Launch a campaign connected with the theme park, corporate sponsors and key distribution points in the community. Strong partners are companies which deal directly with the public and have a large distribution system, though a good example of an ideal partner for such a venture is McDonalds, through whom you are able to offer vouchers or other such incentives to visit.

**Advertising:** Research for advertising should not be the domain of the agency, but should be done within the park using guest input, as these are the kind of people whom you wish to reach.

**Corporate Sponsorship:** As ventures of this sort become more common, potential sponsors are increasingly on the lookout for good partnership prospects. Few are satisfied with merely lending their name, and a more hands-on approach is adopted by many as corporate sponsors wish to become increasingly involved. A good sponsor can create an identity for a park, suggesting to the public that the park



is strong as is the sponsor's name. For their part, the sponsors must feel that they too have gained from the partnership, and it is important to make them aware of the amount and type of exposure they have received.

**Press Publicity:** It is difficult to convey to the press the essence of a park. A strategy which has proved effective is a publicity day to which all of the local media – sans cameras and laptops – and their families are invited. This very basic strategy allows the press to experience the event in the environment a park intends, and even the most cynical, hardened journalist will have difficulty discounting a smile of joy from his own beloved offspring!

**Damage Control:** A park can either look upon the unfortunate event of an

accident as a disaster or an opportunity. There must be an organised course of action which is known by all staff to employ in the circumstances – an important part of which is having just one, designated spokesperson who is unlikely to be overly involved with the incident – will present an organised, efficient and highly professional operation.

**Special Events:** Since creating attendance during the early season is difficult, special events are an ideal way in which to attract a clientele which may not ordinarily attend the park. National holiday celebrations, VIP visits or product launches are all ways of bolstering an off season quiet time.

**Concert:** It is said that the biggest entertainment bookers in the US are theme parks, and indeed many parks are creating special areas for precisely this purpose. Most families arrive at parks before 1.00pm, attendance dwindles in the late afternoon and, by 7.00pm the crowds have largely gone. A concert is a way to generate revenue in the evening, and can be offered as a ticket add-on at a small extra cost or on a straight payment basis.

**Season:** Strong promotional activity before the season begins will increase awareness and is more likely to help achieve attendance targets in the first few weeks of opening. With promotions left until the season starts, attendance generation – especially through word of mouth – will not begin until mid-summer and overall season attendance will almost certainly not be that desired. ●

With information from *How to Attract Two Million Visitors* by William F. Dawson.



# Simulation: Creative technology on the rampage

THERE'S no such thing as a true cheap thrill, and the only way to get satisfaction is quite bluntly, to pay for it. But with the original "Game Boy Generation" now firmly ensconced in long trousers, acne colouring their faces and with shaving kit replacing their rubber duck in the bathroom what, exactly, are they willing to pay for?

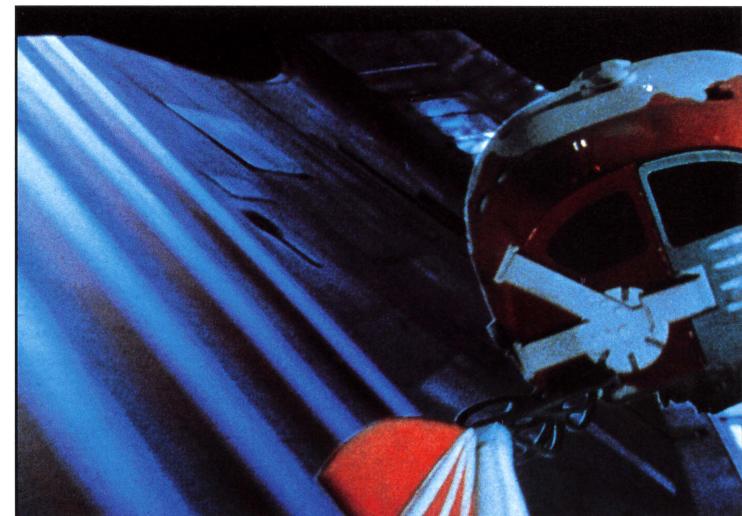
These are the people to whom one time contemporary TV classics have become derisory dinner time re-runs. They didn't see man land on the moon and they aren't impressed that he did. When school and work are out and their time's their own, they want light, sound, speed and excitement. And in these sanitised last few years of the millennium, they want it crammed with technology, neatly packaged in a way that keeps their clothes clean.

This is one way of looking at it anyway, and the increasing presence of simulation entertainment in the last couple of decades has provided exactly this. From simplistic look-out-there's-a-car-on-the-railtrack panoramic view screens on a static base to hydraulically lifted computer driven mini-adventures in space, the format has come a long way.

But it's by no means a modern concept. Florida company Reflectone for example has been in the business since the 1930s, and Sussex, UK-based Thomson Entertainment boasts over four decades of experience in the field. It's only relatively recently though that entertainment as a primary source of income has become commonplace: Reflectone's expertise is in flight simulation – designed as a training method for pilots, and Thomson mixes aviation with simulation of an aquatic nature, namely the provision of training for submariners and surface seamen. As more companies have come to realise the potential for the "fun" side of their medium (Doron was formed to develop driving simulation systems), and yet more are drawn to it for precisely this purpose, technology and innovation march along and eventually we arrive at a situation today where simulations sit alongside conventional rides both literally, and as is increasingly the case, also in terms of public perception.

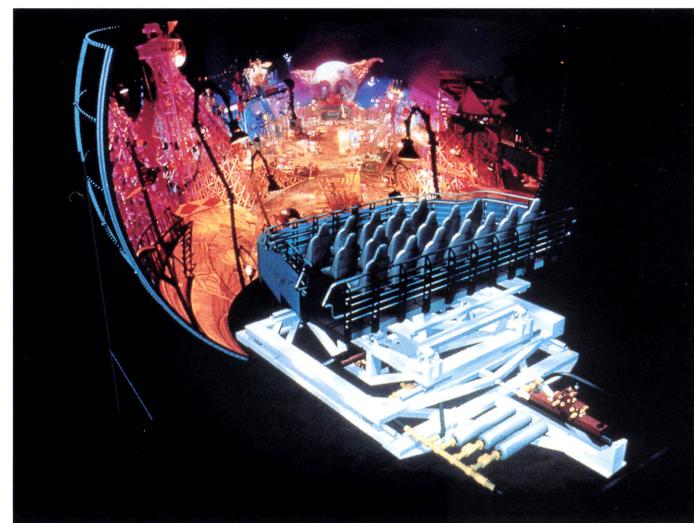
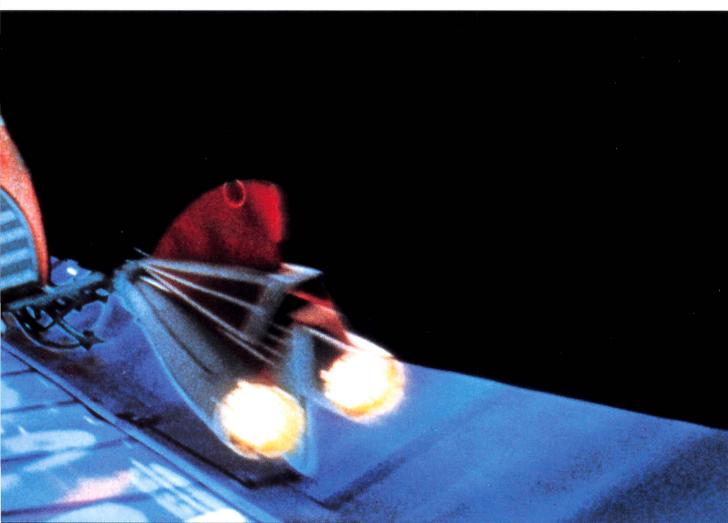
So where is it all leading? How important is theming? And where do those in the know believe the future of the industry lies?

Joseph Andreani of Reflectone believes that the customers set the pace. "Consumer in-home video games are moving to the next level of technology, with better content, graphics and interactivity", and as a result, he says, their level of expectation is increasing. "The future challenge for designers and suppliers of simulation based equipment is to provide more excitement and entertainment for the buck."



*These are the people to whom one time contemporary TV classics have become derisory dinner time re-runs. They didn't see man land on the moon and they aren't impressed that he did. When school and work are out and their time's their own, they want light, sound, speed and excitement.*

*Paul Roundell*



Not, says SimEx's Emily Masuda, that it will ever fail to compete with these home entertainment systems. "People have always and will continue to value group or shared experiences", she told us.

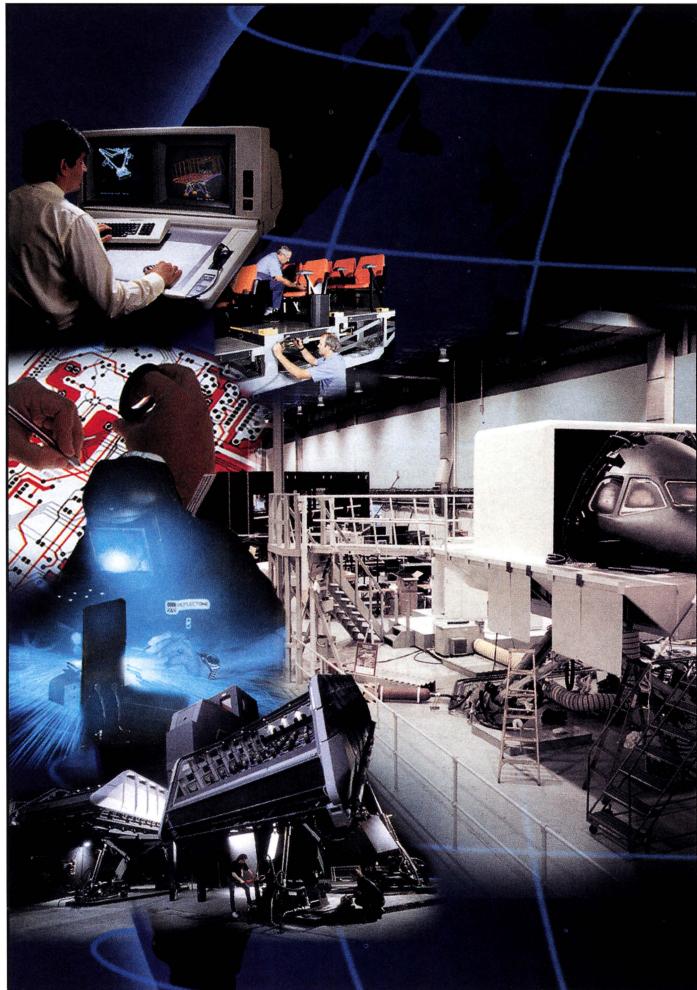
"Advances in home entertainment will simply add to their options, not replace proven high demand experiences".

But won't the rocketing popularity of the Internet and modem communication have an adverse effect on the demand for simulators, when people can so easily have a shared experience with anyone in the world through connecting via the same software?

It will not, says Mr. Andreani. "The impersonal cyberworld of the Internet will never replace or compete with the myriad activities offered by the parks. The level of technology and sophistication available for in-home use will never be at the same level that will be available in the parks."

Showscan's Laurie Beller asserts that they are two distinctly different areas of entertainment. "When radio was introduced in the home it was believed to be the death of live entertainment. Then television was introduced, and it was to be the death of movie houses. Today we know that live entertainment is flourishing and the movie industry is breaking box office records." She agrees with Emily, saying: "Out-of-home entertainment is booming. Location based





*Not too many years ago the fact that simulators existed at all was enough to attract an enthusiastic crowd and customers unused to this new entertainment remained on their feet in what was little more than a rigid test.*

entertainment centres (LBEs) are cropping up everywhere. People have and always will enjoy getting out of the house." But as Imax's Michael Altman points out: "We in the industry have to do everything possible to provide the product that will draw them out."

Not too many years ago the fact that simulators existed at all was enough to attract an enthusiastic crowd, and customers unused to this new entertainment remained on their feet in what was little more than a rigid tent, thrilled as the short movie took them on a first person perspective journey along a roller coaster or over the edge of a waterfall. But with this new increased level of expectation and the ever increasing leisure alternatives, such an attraction is no longer enough. Advanced technology and freedom of movement means that it doesn't have to be, but most professionals agree that even this isn't enough. Laurie Beller: "Proper synchronisation is critical. If the movement is off or does not match the action on screen, the overall experience is threatened."

Performance must match technical spec., says Joseph Andreani. "A poor performing six DoF (degrees of freedom) is not as good as a quality three DoF motion base." Thomson's Graham Whitehead maintains that: "It is the quality of the ride experience that will determine the long term success of the film", but it is Flight Avionics' Andrew White who gets to what would appear to be the heart of the matter – that of consumer demand. The public after all, do not see how a machine works, they simply experience what it produces.

"The public seem to demand ever more technically advanced film software", he says, "and thankfully there are an increasing number of talented computer technicians making films for our end of the market. I believe film content is more important to the customer than the degree of movement in the simulator."

Of the film content, Emily Masuda says: "A strong theme is very important, as is having a well constructed storyline", and Joseph Andreani agrees, stating that although not a necessity, a recognisable theme from a hit movie is a definite plus, because: "The audience is already familiar with and prepped to the storyline and action. Their level of expectation is already set before they get into the attraction." Showscan doesn't feel that a Hollywood tie-in is important, as Laurie Beller explains: "A movie or TV title can become dated or passé, whereas (other simulation films) last for years, or as they say in Hollywood, 'have long legs'", and as Michael Altman says: "With limited budgets we cannot spend \$20m on a movie, as we would have to charge \$150 just to go on the ride!" Doron's Bill Murray sums up: "It is always important to inform the potential rider of what they will be experiencing, even more so if the system is using only one high profile ride or film for an extended period."

The position of simulation entertainment is a unique one, situated as it is between the large traditional thrill rides and the coin-op hi-tech of video games and VR. The aim is to recreate the essence of the thrill, and few would argue its success, but on the subject of capturing the interactivity of the latter, industry opinion is more diverse.

"True and satisfying interactivity is still a long way from being realised", according to Emily Masuda. "When computing power allows for high definition visuals to reflect the interactions of a participant real-time, then it will become very popular."

Andrew White believes there is a huge potential for interactivity in the smaller one or two seat simulators. He says: "It will be especially successful when units are networked to operate in the same virtual world", allowing, for example, an aerial dogfight in fighter aircraft. On this subject, Joseph Andreani is quick to remind us of Reflectone's origins, pointing out: "The technology of simulation was initially



developed to build interactive training systems for military and commercial personnel", though as far as the entertainment market goes, Bill Murray remains cautious. "It remains to be seen if it can be effectively done, and if so will it be popular or too confusing to the riders?"

Offered as they are in such a huge array of custom sizes, and with the bonus of portability in many cases, simulators are able to reach into almost every corner of the leisure arena and beyond. Two Flight Avionics systems sit resplendent in an Italian nightclub, though the company made no comment as to when the first machines will reach the British pubs! Are we then to see a situation whereby these compact contraptions morph from ride alternatives to ride replacements, with flat rides and coasters a thing of the past? Joseph Andreani is realistic.

"I think simulation technology has just touched on its potential as a viable medium for entertainment", he says. "As far as 'Total VR' parks are concerned, I guess it's inevitable that there will be some, especially in areas where land and space is at a premium. But I think they will never replace the more traditional theme and amusement parks."

Mike Pledl, Managing Director of rides manufacturer Huss, is sure

they won't. He concedes that the traditional mechanical rides might look pretty down to earth compared with the computer technology used in simulation and VR equipment, but describes a simulation ride as "rough and unpleasant". The simulators he has experienced, he says: "have failed to convince me that I am enjoying the real thing."

"But then" offers Intamin's Roy Vocking, "they were never designed to." Roy himself concedes that a simulated roller coaster experience is generally a weak imitation of the real thing, but simulations in general, he says: "Complement other rides and offer many other possibilities for entertaining people where perhaps a large ride would not fit or would be inappropriate or even too expensive."

And that's as good a summation as any. Like theme park rides before it, simulation has already put down its roots: its evolution will undoubtedly be swift, since only transient success will be afforded those who fail to continually and visibly break the mould. It will not replace the real rides, it will not take over the theme parks, and it is not "so much better than the real thing". But developed correctly it is every bit as good, and in an era of racing technology, is certainly here to stay. ●



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# Goldtrotter: Nuggets from Europe

REPORTS from parks around Europe indicate that the unsettled weather has adversely affected gate numbers, with reports of losses of up to 50 per cent during July. We are now in peak season and hopefully things will pick up.

Having attended the opening of Bobbejaanland's new children's indoor playhouse in Belgium, I believe this is a unique European development as I cannot think of any other facility of the same size and quality. The opening was attended by many well known personalities and friends. The **Mack** company of Germany was represented by **Kurt Mack**, along with **Roland Mack** from Europa Park, who were seen in deep conversation with **Heinz Rahn** of **Zierer** no doubt comparing notes on upcoming projects, and **FAB** duo **Peter Ziegler** and **Yvonne Green-Vial** had travelled direct from TiLE in Maastricht. Order books of the main European manufacturers seem quite full, and **Intamin's Roy Vocking** told me that delivery dates for anyone ordering a new attraction for next season now would be difficult to meet.

Many visitors travelled here direct from TiLE, and TiLE as always was difficult to judge in terms of success, as much of the action of this confex takes place in the lecture theatre, where there were some high powered speakers from the industry and as usual a lot of new faces. **Bob Rogers** of **BCR Imagination Arts** was first on the podium; often a pre conference handout bears no resemblance to the actual speech, and Bob explained this quite well in the written pre-conference version of his speech.

In my opinion the quality, delivery and general content of the conference programme at TiLE is way above anything else presented in our business.

There were a few missing faces this year, including one of our industry's finest speakers **Howard Kelly** from **Sally** in the United States, who unfortunately had a prior engagement. The traditional dinner was as enjoyable as ever; this confex is a great social event and gives visitors many opportunities to meet and discuss. It must be said that the exhibition part of TiLE is not seen by many as a great success and the venue switch for next year's event to Strasbourg is probably a good one as the formula was getting stale.

Old friend **Theo Nuy** has at last almost given up on the movie side of our business, or at least I

thought he had until meeting him at TiLE accompanied by associates from **Iwerks**. As many of you will be aware by now Theo has joined **Wieland Schwarzkopf** of Germany.

With the opening of Warner Bros.' Movieworld in Bottrop, Germany, the battle for visitors in the Netherlands is hotting up. Bottrop is very close to the Dutch border and is consequently attacking the Dutch market with television advertising etc. Efteling, which has traditionally attracted some German visitors, is replying with heavy advertising and promotions, and this leaves the smaller Dutch parks with something of a problem as they do not have the budgets to reply.

Everyone is waiting to see what effect Movieworld will have on the business in the area, including of course such parks as the German Phantasialand and Bobbejaanland in Belgium. With its slightly different theme Movieworld may attract a new park public, but this is unlikely since the visitor profile for day attractions is pretty much the same everywhere. Given the problems that Joe Meck has had since opening, we can only wish him better luck in the future. Certainly, it has been a trial by fire so far.

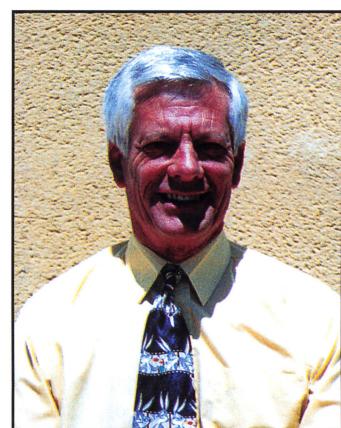
Congratulations are due to **Mr. Brian Snr.** of **Drayton Manor Park** in England on achieving 75 years. Well known in the industry for many years, he has overseen a dramatic transformation of the park, and the family run business has grown into a major player in the UK park industry. The recent addition of a Vekoma swing opened this month – the same type of which, but with a different theme is currently operating in Efteling Park in the Netherlands.

**Geoffrey Thompson** of **Blackpool Pleasure Beach** chaired the roller coaster session at TiLE, and promised to send me a copy of the smaller of the two books available commemorating one hundred years of the Pleasure Beach.

Anybody in the industry would find these books totally fascinating, with the history of the Pleasure Beach spanning two world wars and the emergence of our industry.

The trials and tribulations of running such an enterprise in good times and bad are beautifully documented with some outstanding photographs, and charting the park's history as it does from the time of Geoffrey's grandfather, it is a publication of great charm. ●

*READERS of other trade magazines will notice that this new column is appearing in InterPark. It is obviously necessary for the park industry to have a successful trade publication, and due to the economics of publishing such a magazine, I believe that only one will survive. Various factors make this so, but the main one is advertising revenue, which if spread across all existing publications, will result in the survival of none as separate entities. Therefore I have made my choice and feel that the industry should put its weight behind InterPark and contribute to its success.*



*Robin Golding.*



# Indoor park for the Philippines

*Leonore Rivera*

SHOPPERS at the SM Southmall in the Philippines have more on their minds than just getting a good bargain or checking out the latest fashions these days, thanks to the recent opening of the self-billed "first class" Storyland Adventure indoor theme park on the Las Piñas site.

The park is situated on the ground floor of the large mall complex and comprises an eclectic selection of rides, shows, shops, restaurants and arcades within its 8,000 or so square metres. The company behind Storyland, Family Entertainment Centre Inc. (FEI) enlisted the talents of respected US theme park designer Landmark Entertainment for the project with a view to making it an environment which all age groups could enjoy.

Dexter Deyto is the assistant vice president of FEI: "The development of an indoor amusement park such as we have here is a great welcome to families and children who are looking for a place that will give them the feeling of taking a magical holiday without resorting to long out-of-town trips and exhaustive and detailed planning."

Explaining the practical aspects, Darrias Baker, art director for Storyland Adventure and veteran of seven shopping mall theme parks in Asia, says: "In the Philippines where you have erratic weather changes, (placement in) a mall makes it possible to enjoy all the features of the park. You can control the lighting, condition the air and make it so that when the customers enter they walk into a totally different world."

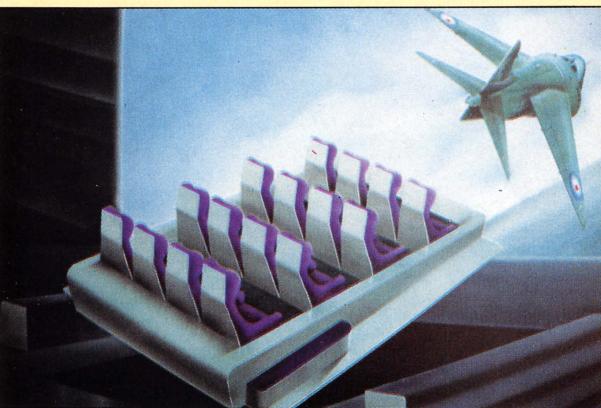
Storyland Adventure is divided into four themed areas

of transport, fantasy, kitsch futurism and finally a more generic zone offering less hands-on fun but lots of visual entertainment via intricately constructed creations of myth, legend and imagination. "We want people to see something different every time they come", says project manager Fernando Garcia.

Keen to captivate the whole family, Mr. Deyto claims that entry into the park is relatively inexpensive "considering Storyland Adventure's world-class features and top-of-the-line attractions." One such attraction is the Silver Streak – a custom designed roller coaster which emerges from inside a cuckoo clock and whisks its riders around much of the park's perimeter with panoramic views of all the attractions. The ride was designed with bigger seating capacities to accommodate parents and children alike. Astroliner is a full size rocket ship that features a space simulation ride, and at the other end of the spectrum are the traditional bumper cars, which themselves boast a modern floor pick-up feature, and redemption and video games.

The thrill rides are toned down so that, say the operators, a visit becomes a total and unparalleled family experience. Says the park's designer Chuck Cancilier: "We have created something that we believe is very unique. Storyland Adventure will set a new standard for malls by providing not just a children's experience, but an entire family mini-park with rides and shows all set in a storybook world of fun." ●

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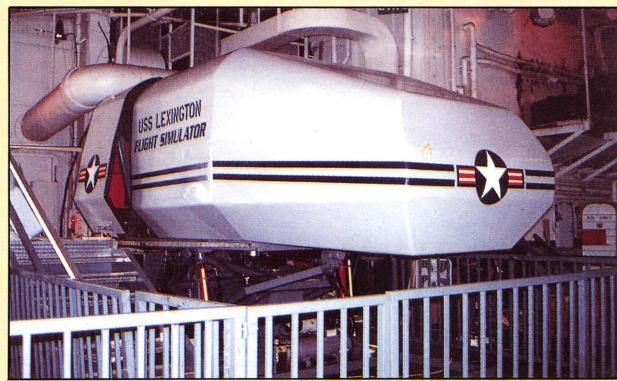


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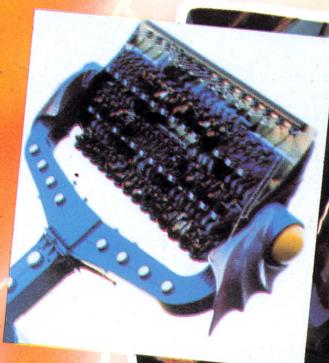
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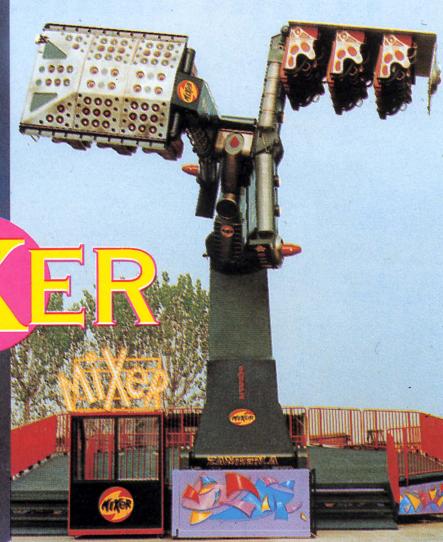
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**MACHINE AND ART**

# Whatever happens keep 'em queuing!

*Introducing the first in a series of reports from The Insider, who presents his own independent view on contentious park issues.*

IT was the 27th annual awards night at the Park Operators Convention at Caesar's Palace Hotel, Las Vegas, and Chairman George Huttle welcomed all members to the evening's proceedings as he prepared to present the coveted queuing awards.

Having made his customary remarks and thanking the audience of international park operators for their attendance, George made a quick apology. "Sorry folks, we never thought that over 5,000 of you would attend tonight so please folks at the back – stand against the walls to make room for other colleagues."

An embarrassing moment, as this awards ceremony had proven to be the highlight of every annual convention of the park operators association. They had come from all corners of the globe to take part and were anxiously awaiting the results. The two major queuing awards were the centre of attention, and winners were looked upon with envy by their industry colleagues. Award certificates would be prominently displayed afterwards in the offices of park operators.

It was rumoured that one of last year's winners rewarded his team with fat bonuses as a result of attaining first prize.

"I'll quickly remind you of the two categories we will honour tonight", boomed the Chairman to the many eager faces, and explained that over 12,000 votes had been received during the year nominating individual parks for outstanding queuing services to customers.

The auditorium dimmed and a giant video wall flickered into life behind the Chairman as he stood on the podium in dramatic silhouette. THE QUEUE AVOIDER AWARD it declared. A hush descended as Huttle spoke up.

"This year's winner is . . ."

Absolute silence as 5,000 professionals held their breath. ". . . The Be Happy theme park in England!"

Thunderous applause accompanied park manager Leslie White on his way to the podium, as the Chairman explained the criteria.

"This award traditionally goes to the park which most skilfully and professionally managed during last season to mislead the public into thinking that there are no queues whatsoever in the park."

A joyous Leslie White, award gripped tightly to his chest, addressed his fellow operators.

**"All our advertising and radio campaigns stated clearly that in our park there are no queues, and that should anyone find otherwise, we will refund them the full ticket price. Over 500 people sent for a refund during the last season, and our marketing department managed to not make good on a single promise!"**

Spontaneous applause and admiring gasps from the audience.

Leslie explained how complainants were responded to by mail only in order to drag out the refund application process, and that how after a couple of letters from the park asking the customers to prove their claim, most simply gave up on the refund.

"Well done to the Be Happy Theme Park!" The Chairman

joined the applause as White returned to his seat amid much applause and backslapping.

**"And now ladies and gentlemen we come to the highlight of our convention . . . the prestigious award for fooling park customers and enticing them into queues – the longer, of course, the better."**

Huttle wiped tears of mirth from his cheeks as once again the lights were dimmed and the video wall lit up: THE QUEUE TRICKER AWARD was emblazoned in metre high letters, and cheers erupted. Some could hardly contain their impatience and fidgeted in anticipation as the criteria were explained.

**"This award is given annually to a park which has consistently over the last season been able to trick its customers into queuing without them even being aware of it. Cash in the box folks – that's what our business is all about."** The Chairman seemed to have struck a jubilant note.

"And the winner is . . ."

The atmosphere was thick with anticipation.

"...The Fun Adventure Park Corporation!" Moments later when the applause had ceased, the Chairman continued.

"This multiple park operator has been able to successfully apply the criteria in all its parks, and here is John Miller to accept the award on behalf of his company."

Miller proceeded to outline the exceptional methods employed in deceiving their customers year after year, explaining that complaints were usually handled by junior staff members and subsequently never heard of again. What made their parks so distinctly different from the others, he explained, was their classical sting which they referred to as "change the timing".

**Each of their major rides was equipped at various strategic points with manual clocks which park management set to the expected queuing time each day.**

In many cases queuing extended beyond two hours or more, and as such parents were unwilling to line up with their children, resulting in park traffic flows and the occasional audacious soul who dared ask for a refund! To avoid this unpleasaness, the first clock was set at around 30 minutes wait time, and at a point further along when customers had already queued for 20 minutes, another clock would state a waiting time of 20 minutes, and so on.

**Most customers believed simply that their time judgement was out and proceeded grudgingly down the line, completely unaware that their 30 minute queue was taking considerably longer. Once they reached the ride, Miller finished triumphantly, all was to be forgotten as the expected enjoyment would overtake discontent.**

More loud applause, and cries of "Brilliant!" and "Excellent!" could be heard from the approving audience.

"On a rather more disappointing note", concluded Miller, "it appears that the economic climate remains unfavourable, since for the third year running the number of repeat customers has dropped."

Well, I assume you cannot please all of the people all of the time! ●

# Parties still top FEC revenue

*IAFEC now identifies between 3,000 and 5,000 businesses worldwide as FECs compared to a mere 250 in 1990.*

BUSINESS was up for almost half of FEC owners last year compared to figures for the previous year, a survey by the International Association of Family Entertainment Centers (IAFEC) has revealed.

The poll was carried out by the trade body during the Fun Expo show in Orlando, Florida last year as a follow up to its initial survey in 1994, and of the several hundred organisations questioned, less than two in 10 reported a drop in revenue for the period, again an improvement on the previous year. The meteoric growth of the early 90s has slowed, and consolidation would appear to be the key for many operators, though IAFEC now identifies between 3,000 and 5,000 businesses worldwide as FECs compared to a mere 250 in 1990.



*IAFEC, the International Association of Family Entertainment Centers, based at 242 Central Avenue, White Plains, NY 10606, US. Tel: +1 914 993 9297 Fax: +1 914 993 9219.*

*IAFEC@aol.com is the trade association "dedicated to the successful operation and management of family entertainment and recreation centers."*

## HOW HAS 1995 COMPARED TO 1994 IN TERMS OF TOTAL REVENUE?

	FEC	FOB*
Better than 1994	44%	63%
Same as 1994	15%	17%
Worse than 1994	16%	11%
N/A (opened in 1995)	25%	9%

\* Family Oriented Business with Amusements.

	Responses	1995	1994
Birthdays and other parties	83	64%	48%
Redemption games	50	37%	43%
Go-karts	40	31%	20%
Video arcades	41	30%	32%
Food and beverage	38	30%	22%
Miniature golf	40	29%	24%
Batting cages	21	16%	16%
Laser tag	22	16%	8%
Golf driving ranges	16	12%	13%
Kiddie rides	15	11%	11%
Bumper boats	11	9%	9%
Major rides	11	8%	8%
Motion simulators	7	5%	3%
Virtual Reality	5	4%	3%
Other	22	16%	-

Operations which include amusements outside of their main business such as bowling centres, restaurants and ice rinks fared particularly well with over six in 10 reporting increased trade. Birthday parties and celebrations remains a good earner – 64 per cent of respondents listed this as their main source of revenue, and go-karts have begun to figure more highly in earning terms, as have the increasingly popular laser tag games. Video games and arcades remain fairly constant with the market seemingly at its peak. ●

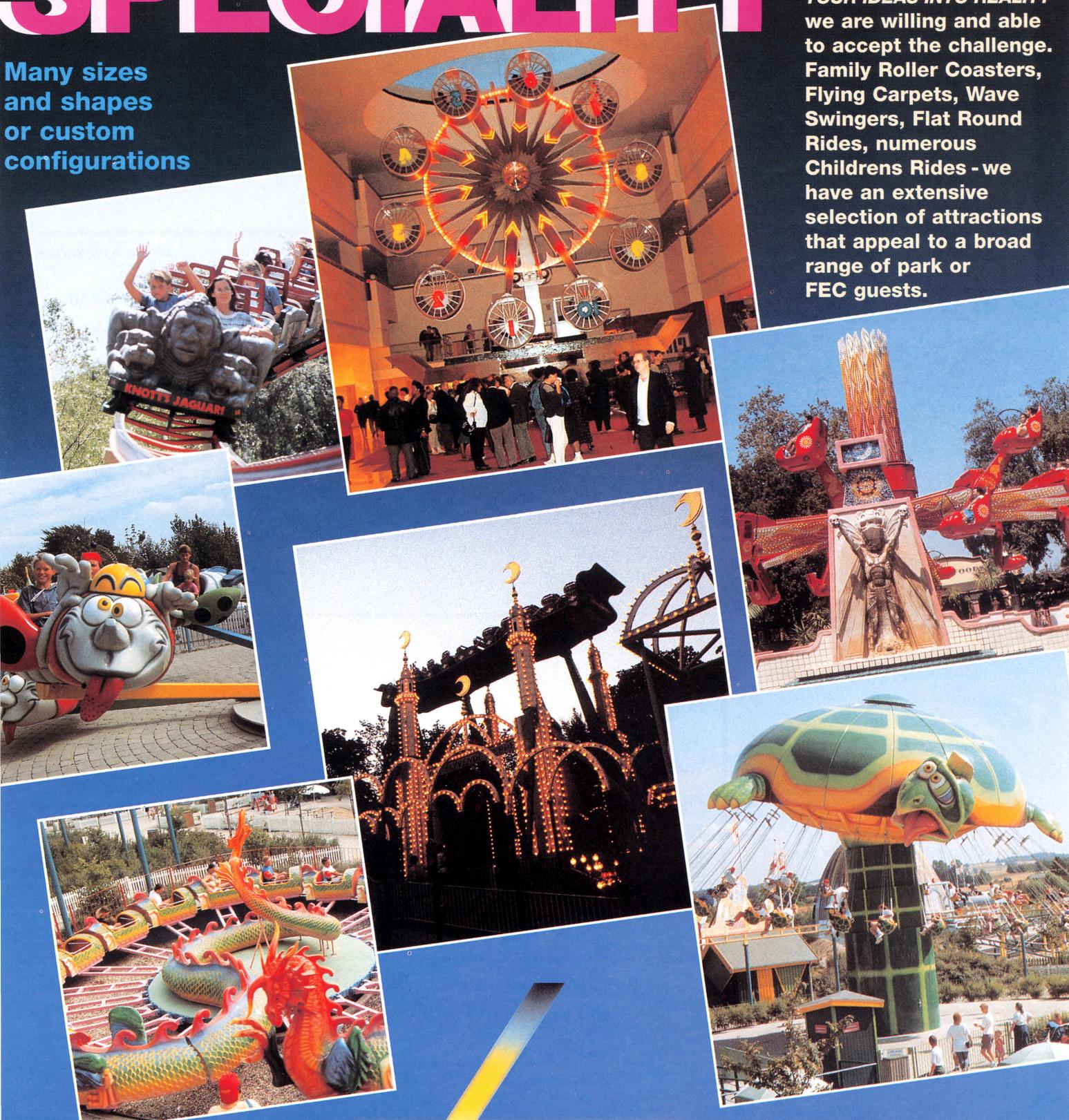
## TOP THREE REVENUE SOURCES IN YOUR FEC

(Each respondent chose up to three answers)

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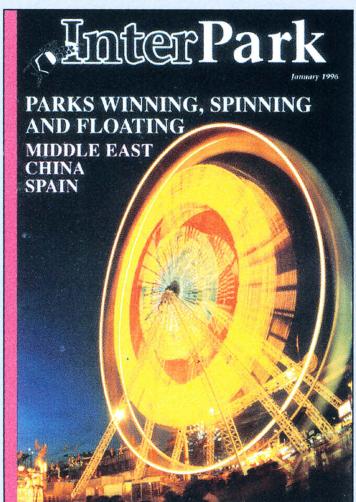
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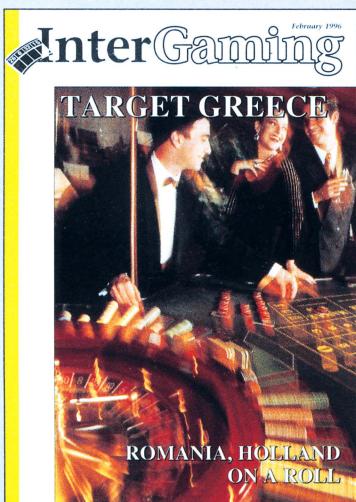
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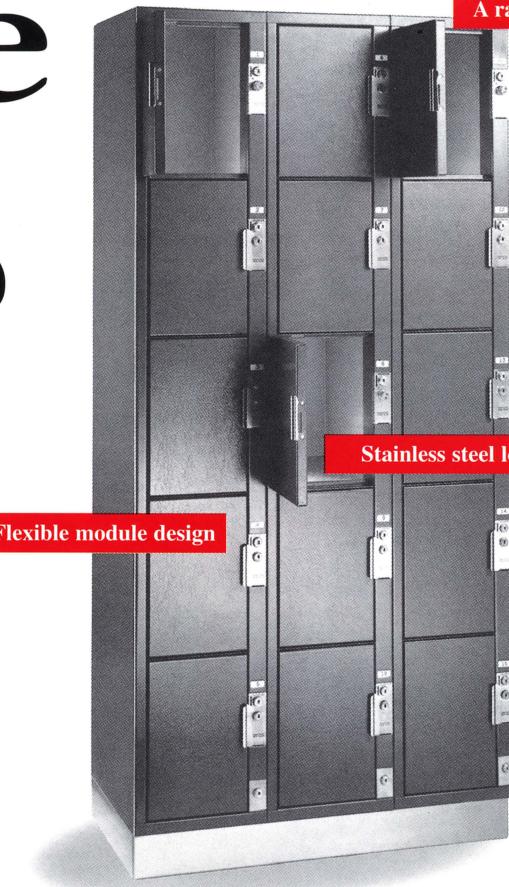
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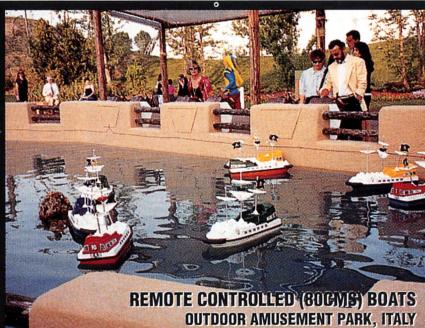
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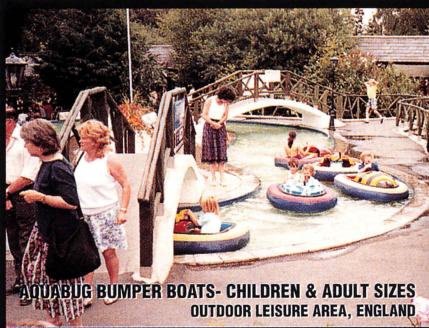
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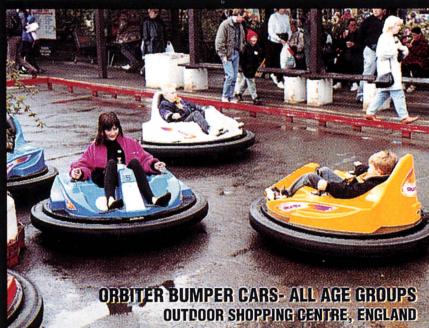
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## NEW INSTALLATIONS



### FORT FUN, GERMANY

FORT Fun Abenteuerland in Bestwig-Hocksauerland, Germany recently opened The Devil's Mine built by Vekoma and sold by FAB, Luxembourg.

Visitors ride through an interesting and well-thought labyrinth which emulates the stimulation of the gold rush ... going deeper and deeper into The Devil's Mine. Obstacles are laid in the way before allowing them to enter the trains which then take the visitors down a sloping tunnel causing disorientation, fun and excitement. The Mayor of Bestwig, Hans Georg Meier, performed the inauguration ceremony before 250 invited guests. - IP11 ●



### ALTON TOWERS, UK

REMOTE control cars are back with a vengeance at Alton Towers, UK where Miniature Reality Street Raiders was recently installed. Described by designers CMS Ltd. as the world's first driver's eye television game, Street Raiders consists of a themed arena with miniature street scenes through which the players – from their position behind 70cm high definition monitors – drive their model police cars on the lookout for crime. The models are equipped with digital speed control and are fitted with mini video cameras and microwave transmitters, and as they pass certain points, data is relayed to the drivers regarding the whereabouts of ongoing crimes. Alton Towers fun retail manager Mark Titterton said of the product: "We are always on the lookout for innovative games and this is one of the most innovative I've seen in the industry for years." - IP12 ●

*Pictured: John Miles of CMS with Mark Titterton of Alton Towers.*

### LITTLE TIKES, US

LITTLE Tikes Commercial Play Systems (Omni) Inc. is crossing new borders with its range of soft contained play systems to play in - not on. The commercial play systems go to great lengths to determine what excites a child and produce self contained play systems to stimulate the imagination. Said Keith Maynard, LTCPS-Omni's international director, based in Europe: "Our playplaces are now so popular they have been installed in the UK, France, Spain, Greece, Finland, South Africa, Israel, Egypt, Kuwait and the UAE with others rolling off the production line as we speak. Representation has been established in all these countries and others such as Germany and Holland. "LTCPS-Omni's skills extend beyond its own product range to offer custom designs for FECs, restaurants and theme parks." - IP13 ●



### DRAYTON MANOR PARK, UK

NEWLY installed in Drayton Manor Park, Staffordshire, UK, is The Haunting, designed by Space Leisure of Colchester, UK. The company supplied the theming, animatronics, sound and show control. Mark Golding, Managing Director of Space Leisure, said that the park had approached the company with the idea for the attraction. "The ride element is fairly short," he said, "in order that we can obtain a reasonable capacity, so we developed a storyline and pre-show elements with a turning room as a climax to the show." Visitors approach through a walled, overgrown garden, climb a ramp and walk into a truck parked alongside an old house. The truck is labelled "Institute of Metaphysical Research mobile entertainment unit" and is full of equipment. They watch a two-minute video and then go in search of scientists lost in the old house. Vekoma of Holland supplied the ride engineering for the 40-seater ride and an 80-seater version opened at Efteling earlier in the year. - IP14 ●

# SHOWTIME NEWS

● AN amusement show will once again be held in Korea this year. The Amuse World '96 will be held at the Korean Exhibition Center in Seoul from November 9 to 12, 1996. The show was held for the first time last year in December, when around 80,000 are reported to have attended. The vast majority of these visitors were members of the general public, however. The show is largely video games in content and much of that is games for the consumer business.

However, some influence from the parks industry is expected to be there. For further information FAX +822 522 2434. ●

## BACKSTAGE TOURS



THE European Park Expo (EPE) scheduled to take place at Blackpool Pleasure Beach on April 22 and 23, 1997 is planning a number of promotional events for exhibitors and visitors to enjoy over the two day event.

For example there will be a full backstage tour for delegates to help them understand the way in which this world class park operates.

Family tickets for the park will also be issued so that exhibitors, their families and their visitors can enjoy the rides and attractions in the park during the exhibition. Said director Nick Thompson: "So far over a hundred companies have indicated an interest in exhibiting. We will shortly be launching the exhibition brochure. The exhibition is backed by a full, professional technical team which will be on hand for everyone taking space at the EPE.

For further information fax: +44 1253 401098. ●

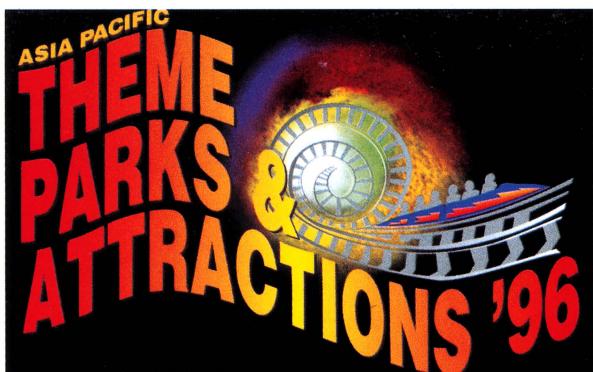
## RECORD FUN EXPO

ORGANISERS of this year's Fun Expo (Sands Expo Center, Las Vegas, October 9-12) are promising the largest show ever, with 1,000 booths representing over 400 companies from around the world. Also, the '96 show sees the introduction of a special outdoor pavilion to house inflatables and other portable attractions, which has drawn some of the big global names in this field, with UK firms Camelot and Inflatable 2000 joining regulars such as FunTec, Moon-Walk Enterprises and Airspace USA.

Other notable new exhibitors are Merit Industries, Data East USA and Rowe International in the coin-op, skill and redemption sector; Thomson Entertainment in Simulation/VR; California Churros and Pizza of Eight in food and beverage.

Show officials have noted the rise in recent years of non-US independent suppliers as a sign of increasing worldwide interest in the FEC market, and say that the costume category too has expanded and is likely to reach a peak this year with numerous new exhibitors. New products set to debut are the Frog Hopper kiddie ride and Turbo Drop thrill ride from S & S Original Amusements, Outlaw Racer go-karts from RE Enterprises and GPT Racer go-karts.

For further information fax +1 914 993 9210. ●



## SINGAPORE CHANGE

AIC Exhibitions' Asia Pacific Theme Parks and Attractions Show, which was held last month in Singapore, will move in 1997, it was announced towards the end of the show.

The exhibition - this year was the fifth in the series - has traditionally been held at the Singapore International Convention and Exhibition Centre in the Suntec City Mall, but AIC Exhibitions Managing Director Hugh Robinson told *InterPark* that the show would move in 1997. The new venue is the World Trade Centre in the city and the dates are slightly later, August 27-29.

This was because there are inherent problems at the SICEC venue. The show has to be held on the fourth floor which he said was not popular

with visitors and the load bearing weight of the floor set limits on the exhibits.

At the same time the venue was very expensive while the World Trade Centre next year meant immediately that prices would be reduced for exhibitors. He also said that SICEC was not as well known in the city as the World Trade Centre and some visitors had difficulty in finding it.

"We are satisfied that the World Trade Centre represents much better value for our exhibitors and visitors," said Mr. Robinson.

The organisation is set for a major dogfight in the parks exhibition business next year as there are to be two rival shows for the city. In March the LeisureAsia show, which was held for the first time this year, is set to reoccur also at the SICEC. And in June the Asian Amusement Expo, jointly sponsored by the American coin machine association and IAAPA, moves from its Hong Kong base to Singapore for one year. For further information fax +65 224 6328. ●

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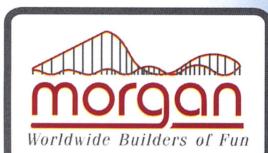
Valleyfair! in Minnesota purchased the awesome 200 foot drop "WILD THING" coaster to thrill their guests in 1996. HECKER PASS, A Family Adventure requested our "MINE ADVENTURE COASTER" to be the center piece of their new family park in Gilroy, CA. Santa Monica Amusements bought the exciting "WEST COASTER" to fit into their new Pacific Park on the Santa Monica Pier.

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The best in family entertainment

THIS year's Leisure Industry Week, or LIW '96 show takes place as always at Birmingham's National Exhibition Centre. It runs from September 24-26 and is Britain's largest and most comprehensive trade event for the out-of-home leisure industry. The event attracted over 16,000 visitors last year and encompassing as they do everything from roller coaster manufacturers to suppliers of chicken rotisseries to companies who lay decorative pavement, the spectrum of its 400 exhibitors is not just broad but immense.

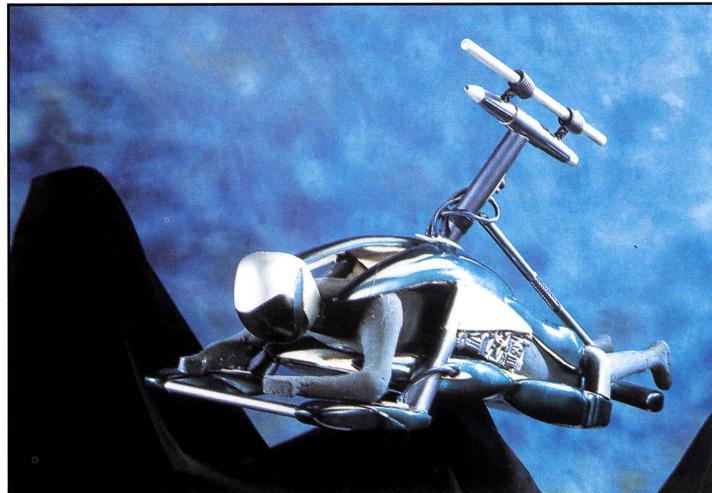
The Funway is a three storey family entertainment centre – said to be Europe's first – making its debut appearance at this year's show, as too is The Great Outdoors, a working theme park featuring kiddie rides, go-karting and even an ice rink. Both are sure to draw great interest, as indeed will the host of British sports stars present throughout the duration of the show, several of whom are fresh back from the Atlanta games (though sadly causing little fuss as they passed through the metal detectors en route!)

With the advent of new legislation regarding disabled access to facilities, RADAR (The Royal Association for Disability and Rehabilitation) will be running a consultancy clinic and offering advice on how to maximise opportunities and attract disabled visitors. The next generation of closed circuit television systems will be unveiled, catering is well covered by a number of household names, health and beauty, entertainment, fitness and sport – a new addition for 1996 – are also strongly represented and the latest initiatives in leisure architecture, financing, software systems and maintenance are covered in the management section of the show.

As far as attractions and amusements go, the big names from Britain and abroad will be in attendance with new launches and the pick of their portfolios, and if previous years are an accurate performance yardstick, business will be brisk.

## LIW - AT A GLANCE

- **ATTRACTI0NS AND AMUSEMENTS**
- **CATERING**
- **CHILDREN, MANAGEMENT AND PLAY**
- **ENTERTAINMENT**
- **FITNESS**
- **HEALTH, BUSINESS AND RELAXATION**
- **LEISURE FACILITIES MANAGEMENT**
- **WATER RECREATION**
- **SPORT**



### SKYTRAK INTERNATIONAL

First time exhibitor Skytrak – part of the DCF Hickman group – will have on show what it believes is a cost effective answer for those who want a genuine indoor thrill ride, though it points out that the product is equally effective outdoors. The company's monorail gravity ride (pictured), unveiled earlier in the year, sees the customer strapped face down and horizontally onto a pod in a position not dissimilar to that of a hang glider. The pod is connected to a rail which can vary in length between 70-metres and 1,000-metres, and "flies" around the track at up to 13-metres per second.

### TOR SYSTEMS

Currently in its 15th year of operation, TOR Systems will be exhibiting a number of new computer solutions designed to relieve the pressure of a busy leisure administration environment and enhance business performance.

TOR's Do-It-Yourself ticket control system allows printing of your own tickets with a modem option to retrieve data and the possibility of fully computerised ticket sales. The multitasking,

Windows '95-based Trio admin. system will be on display, as will the Wide Area Network (TORWAN) which allows group venues to share information through utilising TOR technology.

#### SUPAKARTS

The Supakart range of twin seater and junior vehicles, and the company's new electric-powered GT250 will be at the show, and staff on the Supakart stand will be available to discuss track design, safety barriers and all others aspects of the business.

#### PPL

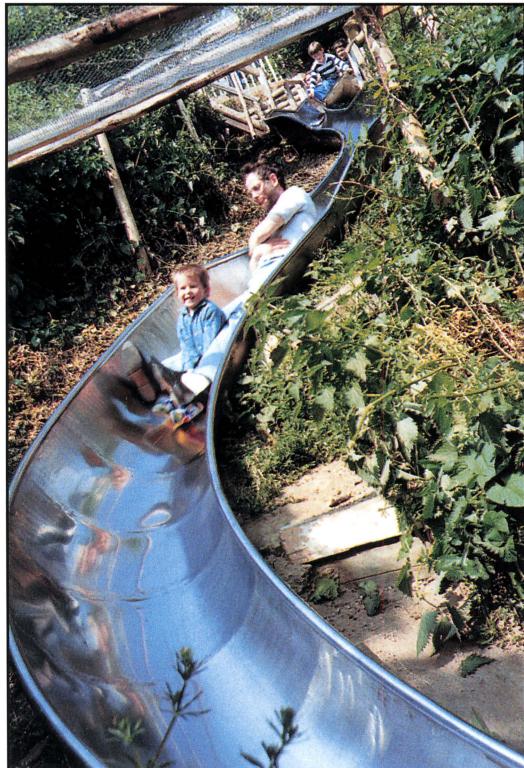
PPL specialises in the licensing of public performance and broadcasting of UK sound recordings, and will be discussing the newly introduced satellite narrowcasting licence which has been specially formulated for services in which the content of a recording has been tailor made for commercial clients to decimate to multiple outlets. The company also works with the BPI (British Phonographic Industry) in fighting the piracy of recordings.

#### FORMULA-K

Welsh manufacturer Formula-K is celebrating an order described by proprietor Graham Liddle as "significant" for its Bullit go-karts from a well known circuit in Holland.

The high performance karts are fitted with 270cc Honda engines and newly developed rack and pinion steering, and will replace the traditional karts which are currently operating on the circuit. Mr. Liddle - himself a four times karting world champion - is not surprised by the trade.

Formula-K has this year supplied karts or vehicles overseas to Bahrain, Saudi Arabia, Lebanon, Austria and China and its product range can be seen at the show.



## EXHIBITORS

Also among the exhibitors at LIW are:

ARM UK, Far Fabbri, Farmer Studios, Idees Loisirs, Iwerks Entertainment, Kodak, Kraftwork, Modern Products, MSI, Rex Automatic Machine Co., Skytrak International, Space Leisure, Terror Productions, Vekoma, WGH Transportation Engineering, Whitewater Leisure Group.



#### WIEGAND SLIDES

Wiegand Slides expects much interest in its freefall black hole waterslide, which is new on the market this year. The ride features fog and lighting effects and like all Wiegand products is manufactured from stainless steel.

A subterranean version of the company's Bobkart attraction is also proving popular, and the full range of toboggan runs, waterslides and Venture slides will be exhibited.

#### SCAN COIN OMSER

Scan Coin will be showing its high speed SC4000 value sorter, the Sovereign note counters and the portable Junior and Senior coin counters. The Sovereign is new to the company's range and accepts up to eight different notes of varying denominations. Three different denominations can be dispensed from hoppers that hold up to 4,000 coins.

#### TERROR

A combination of special effects, trained actors and authentic smells combine to create the suspense of a Terror attraction. The company will custom build its attraction within the confines of any location from 2,000-4,000 sq.ft. from conceptualisation to completion. Interconnecting rooms featuring frightful characters comprise the bones (sic) of this "dark walk" which lasts from 10 to 15 minutes depending on specification.

#### SIROCCO

Scottish sign designer Sirocco will display traditional parks signage on which they use sand blasting techniques to produce a wide range of highly tactile signs, information boards and waymarkets. ●

Above: A sign from the Sirocco range.

Left: The Snakes and Ladders slide from Wiegand Slides.

# InterPark

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24-26 October, 1996  
Rimini Trade Fair Centre, Italy

ITALY is again setting the scene for the popular Rimini parks show to be held from October 24 to 26 at the Rimini Trade Fair Centre.

Organisers Rimini Trade Fair Corporation, in conjunction with Facto Edizioni are expecting a blockbuster event with over 150 exhibitors and over 5,000 visitors likely to attend. Knights Management Services have also pulled in a good blend of exhibitors and visitors from the UK.

Major rides manufacturers are numbered among the exhibitors along with a smattering of coin-op companies, waterpark, playground and producers of equipment for fairgrounds.

A good mix of ancillary companies have also booked space ranging from planning consultants to makers of electro mechanical components.

Visitors are expected to come from across Europe with the target market being owners and managers of permanent amusement parks such as theme parks, waterparks, wild life parks and recreation centres. Also expected to attend are owners of attractions and travelling entertainment managers, sports and leisure managers, tourism professionals, designers, hoteliers and town planners.

All in all it's a strong across the board selection of parks equipment and looks set to be another success story. *InterPark* looks forward to meeting you there. ●



## LIST OF EXHIBITORS

*Exhibitors to the event include:*

**Adalio Mauro, Antonio Zamperla, Atelier Peter Petz, Attractiones Gallard, Automatic Toys Modena, Barbieri, Barbisan, Bertazzon, Bonori, C. and S., Coin Controls, Cromptons Leisure Machines, Dotto, Digital Portrait Systems, Elaut, Emiliana Luna Park, Eurorides, Far Fabbri, Fionda, F. LLI Pinfari, Harry Levy, I.E. Park, Innovative Technology, Interlink, Jolly Roger, JPM, KW Systems, Maggi Coniature, Memo Park, Motoi, Omni/Little Tikes, PMS/Ace Novelty, Project Coin, Reverchon Int. Design, RG Mitchell, Sartori, Sega Amusement Europe, Sega Pinball, Sela, Soli Viviana, Soriani and Moser, Technoplay, The Sadler Group, Thomson Entertainment, VSV Light and *InterPark*.**

*For further information contact: KMS, UK on tel: +44 1323 442747 or fax: +44 1323 840014.*



● *Thomson Entertainment, UK will premier a demonstrator version of a 20 seat transportable motion theatre platform at the event, while on the software side, visitors will also be able to see full motion versions of the latest ride software available on the company's simulation attractions.*

*The theatre comprises a standard open capsule and motion base which fit together onto a portable hydraulic base which can be raised and lowered for transport.*

*The company's stand is also expected to host a mobile Venturer 14 unit and a Venturer S2, a two seat capsule which has sold over 100 units since its launch a little over a year ago. ●*



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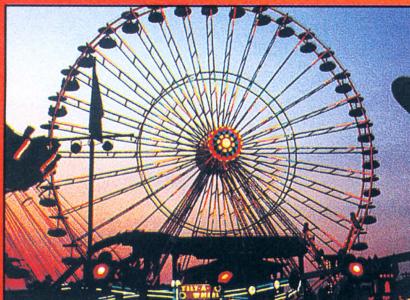
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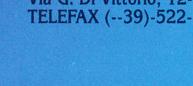
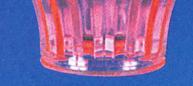
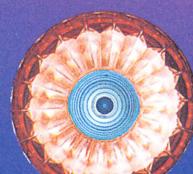
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1

1. Nico Tienpont of Van Egdom, had a display of his water park features on his stand.

2. Forrec's Jean Claude Sleigher, Gordon Dorrett and Steve Moorhead, the Chairman.

3. The Rouse Wyatt Associates team and their display. Left to right, Dan Schultz, vice president operations, Shirley Bonekemper, director of marketing and President Keith James.

4. Guests at a cocktail party hosted by Super Cinema 3D and distributors RGB group at the Singapore event, were, left to right, Luisa Apolloni of Westech, Eric Lee of RGB, Beat Frei of Westech and Ramon Santos of the same company's Manila office and Rachmat Sutiono from Fun World Indonesia.

HUGH Robinson and his AIC outfit certainly have more than their noses in front with Asian amusement shows right now, especially those with an emphasis on parks and FECs.

AIC's Asia Pacific Theme Parks and Attractions '96 show held at the Singapore Convention Centre from August 14-16 is the largest in the region, certainly outside of Japan, and has ambitious expansion plans for next year. It will need to, because it will be in a dogfight for supremacy with two other shows aimed at exactly the same sector and all held within a few months of one another.

There were over 130 exhibitors at the show, which was billed as a combination of theme parks and family entertainment centres event. In fact there was probably more for the former than the latter and most of the world's big names were there.

A strong conference programme running alongside the exhibition gave extra impetus and it has to be said that the presentation and organisation was extremely professional, which will certainly count for much when the exhibitors get down to picking and choosing later in the year between the sales pitches of the various contestants in the ring.

Asia is up in parks and similar attractions; arguably, it is the best region of the world currently in terms of expansion.

People like Mauro Ferrari of Preston, a long-time sales expert in the field whose company is based in Italy, was at the show and confirmed that southeast Asia was probably the only region of new potential sales left in the world right now. Similarly Yvonne Green-Vial of FAB said that her company's presence underlined the potential of the area. "We were at the show in Hong Kong a few months ago which was of a similar type. But next year we will only take part in one show - we have to make a choice nearer the time."

With around 2,500 visitors, the Asia Pacific Theme Parks and Attractions show was more for parks than it was for any other single sector. Coin machine companies were very few, yet most of the big names in the business were taking part. In addition to those already named, Vekoma, White Water, Westech, Landmark, LARC, Mack, Huss, Heimo, Q-Zar, IMAX, IWERKS and Melchers all took part.

Said Landmark's Gary Goddard: "We see Asia as a major growth area through to the turn of the century, especially in countries such as Korea, Thailand, Indonesia, China and continuing developments in Japan."

Said David Herman, General Manager of Village Nine: "We have no doubt that there is enormous potential here. On the back of our joint venture in Singapore, we are opening



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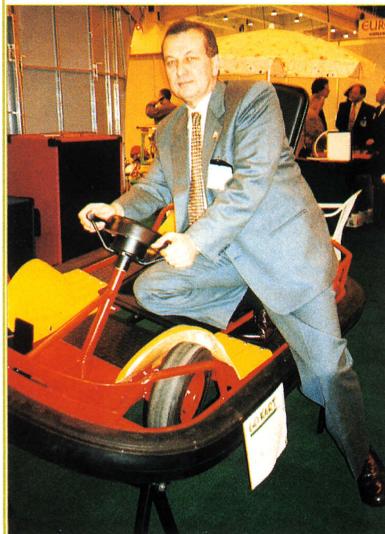


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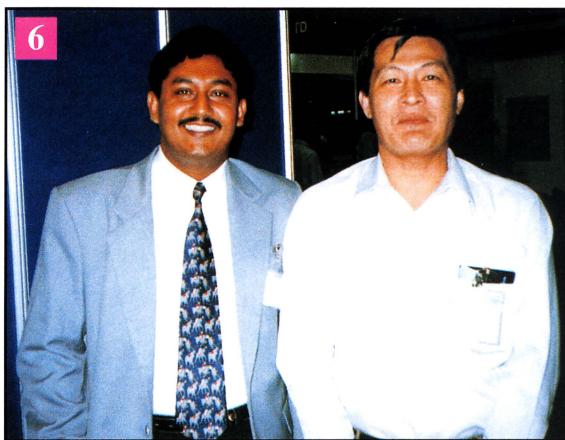
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three more megaplexes in Singapore and others in Malaysia."

The show is in its fifth year in Singapore, showing a growth of more than 100 per cent in the number of exhibitors compared with last year. Its attendance, said AIC exhibitions Managing Director Hugh Robinson, is double that of any other show for the amusement industry in Asia. The conference had over 60 speakers from around the world.

A move to another location in Singapore next year is reputed to mean that lower costs will be passed on to exhibitors, which may well help AIC to set out its stall rather more competitively against the opposition from the other two shows.

The show this year was well organised, with high quality exhibitors and high quality visitors, even if the numbers were not quite what everyone would have wanted. The test will come in 1997 when the exhibitors will have to choose between the three shows on offer. ●

5. Yvonne Green-Vial of FAB with colleague Peter Ziegler on their Singapore stand.

6. Major FEC developer in southeast Asia Roxy Leisure was represented at the show by chief consultant Rashid Abdul (left) and director Sin Tien Goh (right).

7. I.E. Park's Elena Munari with colleague Roberto Dall'Aglio on their stand.

8. Elke Stolzenberg of Super Cinema 3D with distributor Kim 'K.S.' Chuah, Managing Director of RGB Sdn. Bhd. of Malaysia.

9. Sally Corporation's Frank Thompson (left) and John Wood with the model of their Great Pistolero Roundup ride.

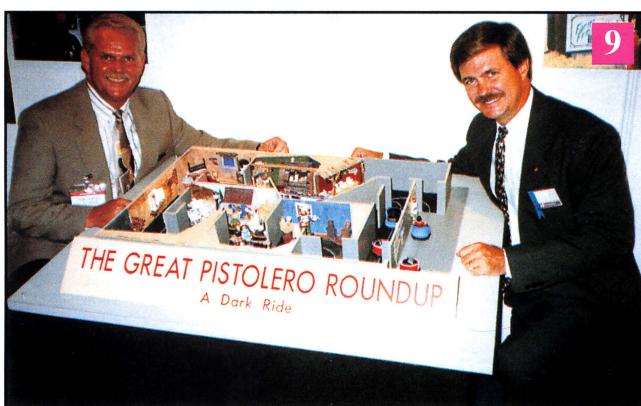
10. George Slavik, director of architecture for LARC, the park planners, was among the Singapore exhibitors.



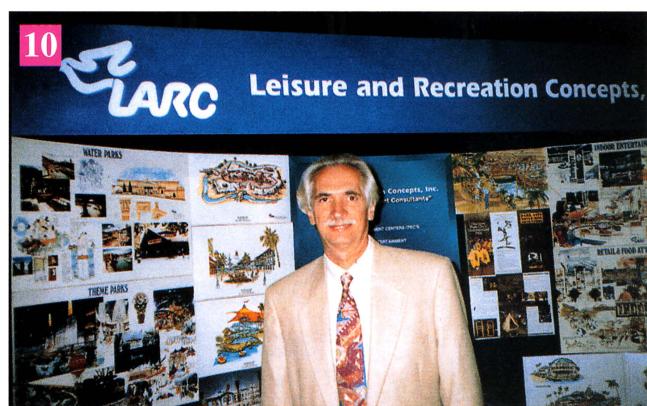
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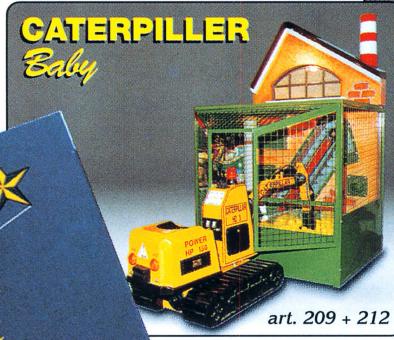
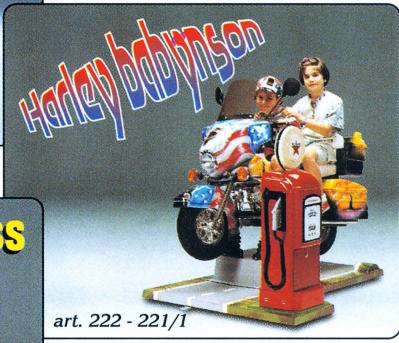
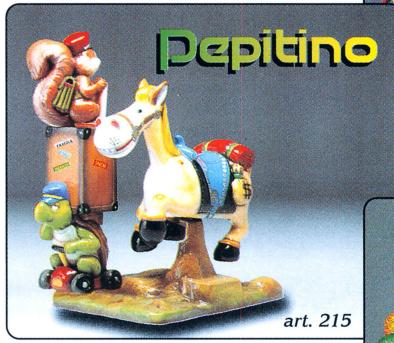
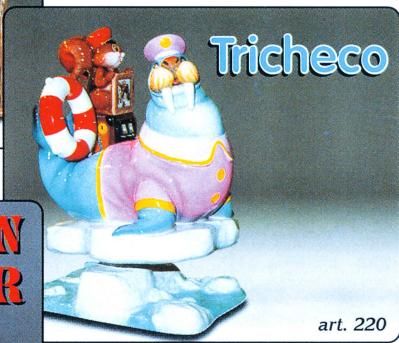
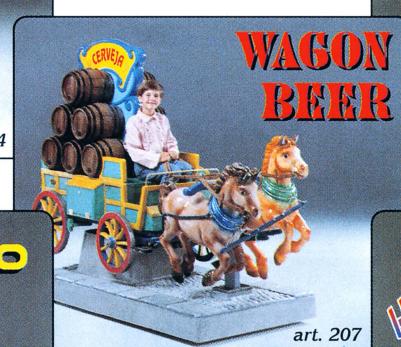
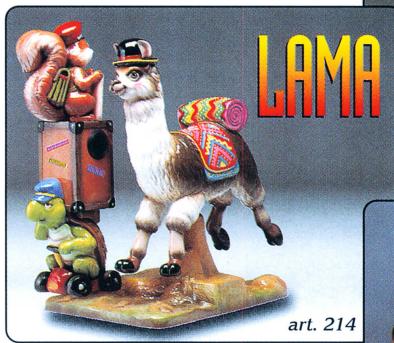
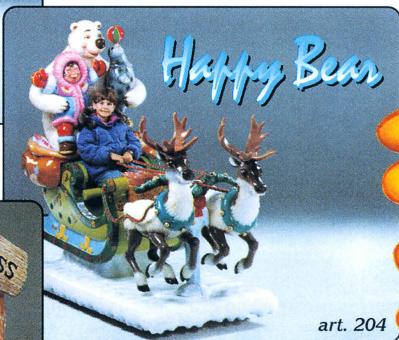
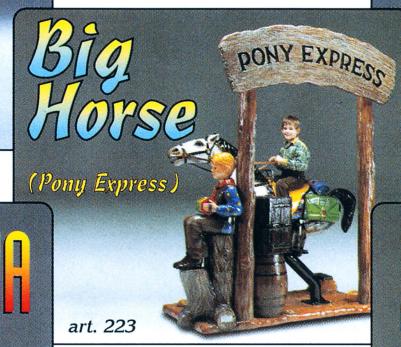
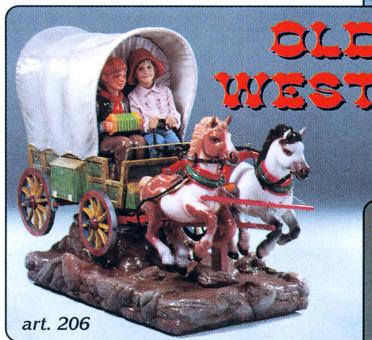
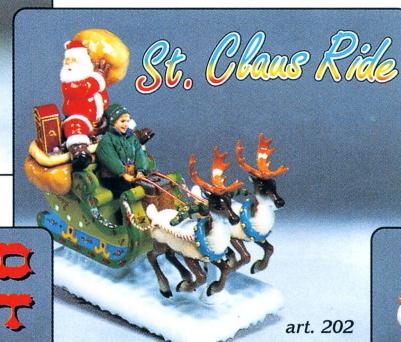
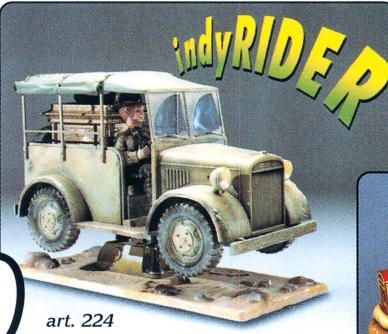


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## FALCONER ENTERTAINMENT, US

NEW to the pod business is Falconer Entertainment's MFX2000 transporter, based in California, US. Given a debut at the AIC Singapore show in August, the MFX2000 is distributed in Asia by Mitsui of Japan.

The electric simulator has six degrees of freedom and surround sound. It uses the Moog International motion base. Said Falconer Chairman Doug Falconer:

"Our pod is different from the others

because it is electric rather than hydraulic which gives it very quick movement and less maintenance." He said that the company already has rides in the Pacific Rim region as well as the US. Agencies and distributorships will follow in due course in other parts of the world.

The first one to go into Nevada, US, has gone into the new Monte Carlo Casino and Resort Hotel in Las Vegas for Circus Circus and there are orders for another 50 in the US. One of Mr. Falconer's partners was formerly with Lucas Film and together they looked at the leisure industry and some of the larger rides such as Back to the Future. "We knew the potential of the leisure based entertainments industry and we felt that if we could put that potential into a small capsule and take it to the masses it would be successful." They are aiming the MFX2000 at malls, casinos and FECs and designed a simulator to be exciting from the outside, fast and with the six degrees of motion which would make it stimulating. "We wanted one to plug into the wall instead of spending high dollars on siting costs and we also wanted it to be substantially more cost-effective than others."

It is the only simulator in the world right now licensed by Lucas Film to use the THX trailer familiar in major cinemas in the US and the pod has eight speakers instead of the usual four for more sound effects. - IP15 ●

## VAN EDGOM, HOLLAND

DUTCH company Van Edgom of De Meern has developed the Water Castle, an attraction to set into a children's pool. It has nozzles which spray water, there are two waterfalls operated by push buttons, jets in the structure, levers to fill tumble balls hanging out of the doors and windows, a water elevator, water funnel and many other features. Cannons mounted on the castle spray water inside and outside the structure. - IP17 ●



### S&W AMUSEMENTS, UK

SEATING up to 24 in six separate capsules, S&W Amusement Sales' Animal Wheel is a miniature ferris wheel for children. The structure, which at 18ft. is small enough for indoor as well as outdoor use, can be trailer mounted. As well as an animal theme for each capsule, it features brightly painted animals on its exterior and as the company's new design for 1997 will be present at the ATEI show in London in January. - IP16 ●



## PARKS PRODUCTS



### SALLY INDUSTRIES, US

SALLY Industries, the robotics specialist from the US, has come up with a new version of its Great Pistolero feature. It has three orders for its Den of Lost Thieves attraction, which is a new version of the Pistolero principle. Pistolero consists of a series of cars which drive through a dark ride with the players firing at Mexican bandit figures in different scenes as they pass. In Lost Thieves, the bandits are largely replaced by pirates.

Said John Wood, vice president of Sally: "We had a customer in the Philippines who loved an interactive shooting and dark ride game, but wanted something other than Mexican bandits. So we came up with the pirates idea and now he has ordered three of them, two going into FECs now and one set for installation in November 1997."

The interactive dark ride is now in a flexible package with two different themes yet still only takes up 4,000 sq.ft. of space minimum in a single storey format.

The Philippines installation is for the Uniwide group which develops shopping centres and malls. - IP18 ●

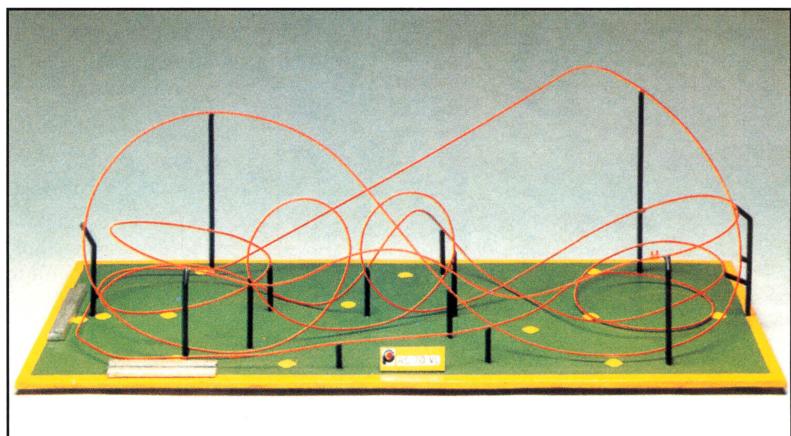
### AIRODIUM AG, SWITZERLAND

THE first BodyFlying installation, with a spectators' gallery seating up to 800, has been opened at Lünen, near Dortmund, Germany. The unit was built by Airodium AG of Switzerland, which runs a similar unit at Rümlang, near Zurich. The expert "fliers" from Switzerland perform up to six flight shows each day, at heights of 15-metres. The shows can take place in all weathers with a tent roof covering the scene. During the slower days, the unit is open to the public to take lessons. - IP20 ●

### PINFARI, ITALY

ITALIAN manufacturer Pinfari has come up with the VL70 roller coaster, a new model which is 70-metres or 230ft. long.

The coaster is a Screwlooper version with two loops and one corkscrew. The first model is going to the UK and an 80-metre version, the FC80 is on the way. - IP19 ●



### CHANCE RIDES, US

FANTASY Carousel is a new 20-foot ride designed for shopping malls by US producer Chance. The first example has gone to a shopping centre in Newton, Kansas and was delivered in June. That prototype led to minor changes in the ride which is now in full production, said Chance Managing Director Bo Moody.

"We needed to get into the part of the market which handles rides into smaller parks and FECs," he said. "There are many of these centres in Asia and we have built the ride with the Asian market in mind."

The ride features 14 jumping horses, two-abreast and one chariot. It is electric-driven with a variable-speed drive and a modular centre tower. The ride is 6.4-metres high and 6.2-metres wide at its extremes. - IP21 ●



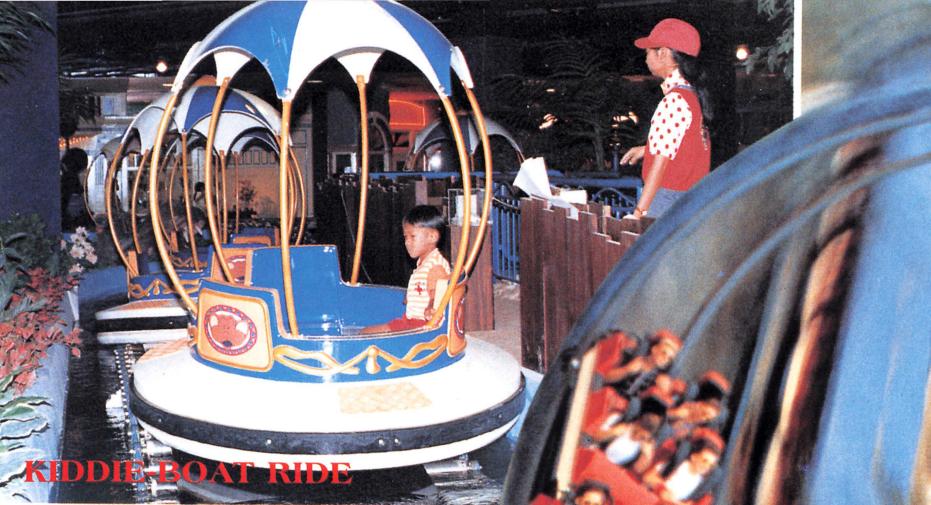


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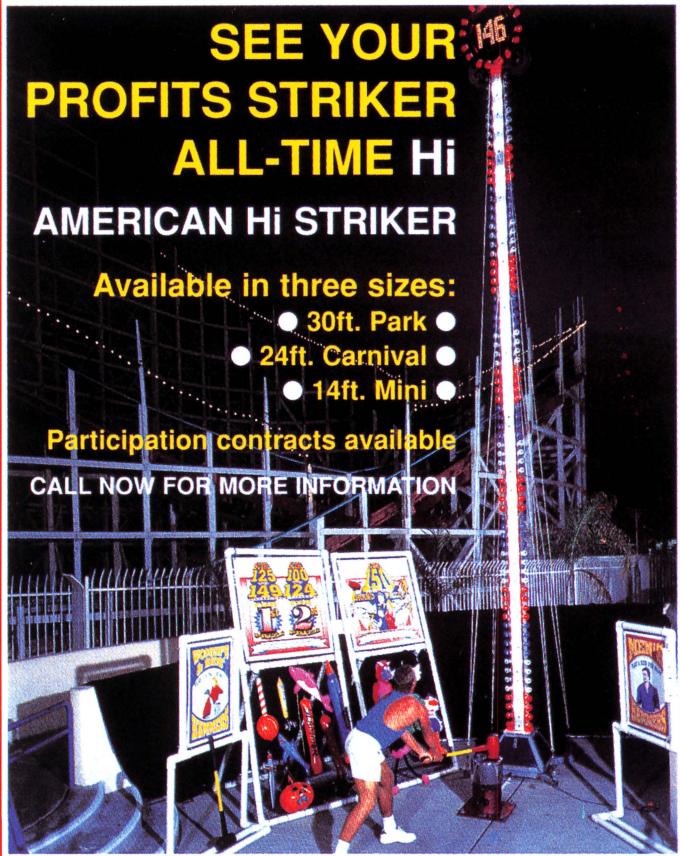
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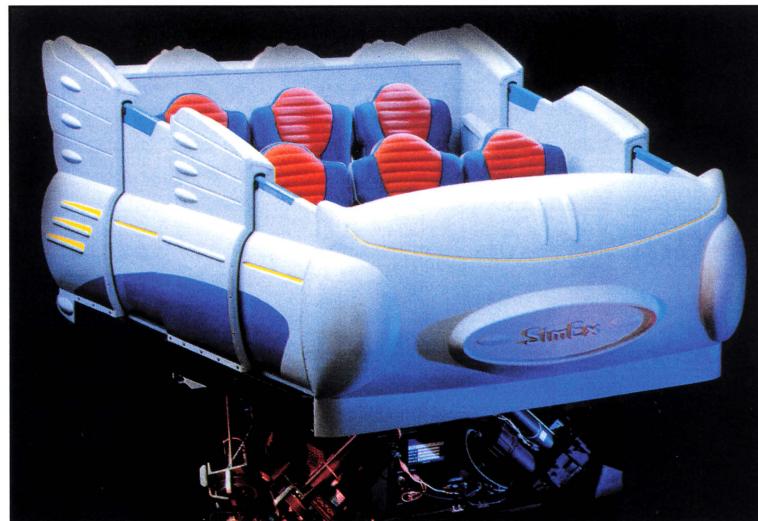
Seats 12 children



## SIMEX INC., CANADA

SIMEX Inc. of Canada is now finding that its themed simulators are becoming more popular with science museums. Korean firm Cheil Communications has ordered two simulators and 70mm software for the Children's Traffic Safety Museum at the Samsung Fire and Marine Insurance Building in Pusan.

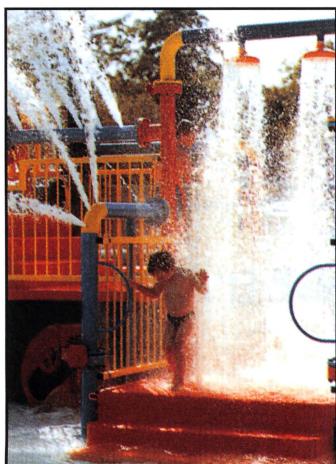
The 4.5 minute film has been produced specially for the location and is intended to be entertaining yet educational. It is the first venue to receive SimEx's new six-seat simulator. The ride is the newest addition to the SimEx product line and has six-degrees of freedom, the 70mm projection system, special format screen and surround sound audio. The unit occupies less than 1,000 sq.ft. and costs less than US\$400,000 fully installed. - IP22 ●



## VAN EGDOM, HOLLAND

VAN Egdom of Holland has refined still further its Water Playground for a family water environment.

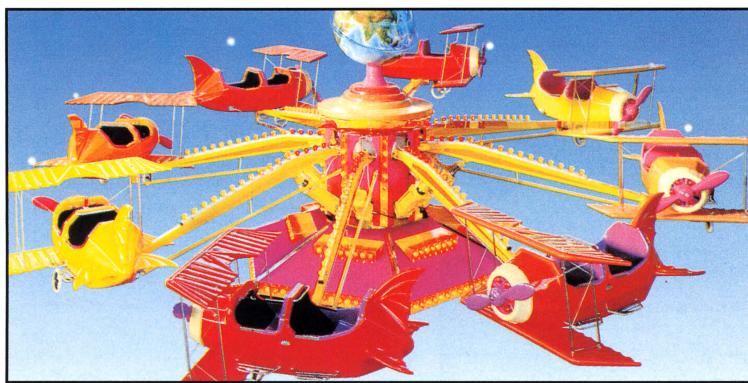
The company, from De Meern, has four models on offer, the 55, 96, 99 and 1015 of which the 99 is pictured. The steelwork is galvanised with powder coating and the rest of the structure is of polyester and p.v.c. side panels with stairs and platforms. It is chlorine and chemical resistant and finished in an anti-slip substance. There are a variety of water fountains and other features included in the design. - IP23 ●



## I.E. PARK, ITALY

ITALIAN manufacturer I.E. Park has introduced Red Baron, an eight-car,

32-passenger circular ride with a footprint of 9.5-metres and a height of 2.9-metres. It will take from 300 to 1,200 children per hour depending upon the number of cars, which are adjustable from six to eight to 12 and can be two or four-seaters, although the normal would be eight cars each taking four passengers. The control is automatic and manual at six r.p.m. and ascent and descent is directly controlled by the passengers. - IP24 ●



## FALCONER ENTERTAINMENT, US

FALCONER Entertainment of California, US, has come up with the Movie Rider Theatre, a 10-seat simulation theatre using Gerald Nash's Sigma Design compound curved screen to capture all the available light in a film. The theatre has a footprint of only 350 sq.ft., and is in modular format which means that it can be erected in only four hours. - IP25 ●

## MEGAZONE, AUSTRALIA

THE Megazone laser tag game has a new twist. The company has developed new LEDs which are tri-coloured. In the past the LEDs had to be in red, green or yellow so that a 30-pack system had to be used for team games. Now with the tri-coloured LED multiple choice is available for the first time. It allows for more flexibility. It is known as System Z. - IP26 ●

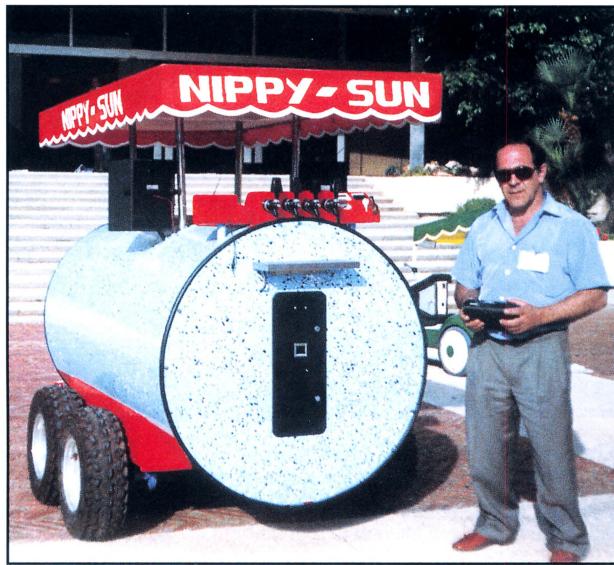
## PARKS PRODUCTS



### GALLARD, SPAIN

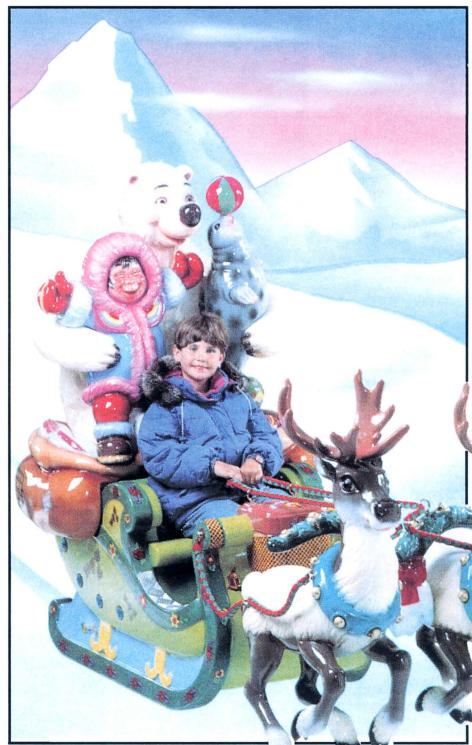
GALLARD Attracciones of Benidorm is embarking upon a new product line of walking animals. The life-sized mechanical beasts - elephants, monkeys, bears, tigers and more - operate in two ways.

The larger brutes function on 12 volt batteries and walk freely guided by remote control carrying passengers on their back, while the smaller animals operate on rails, appearing to pedal a bicycle with the visitor riding in a cart in tow. These and other Gallard products will be on show at Interazar, Madrid in October - IP03 ●



### PARQUE TECNOLOGICO SOLAR DE TORREMOLINOS, SPAIN

INTRODUCING a new idea in portable drinks - the Nippy Sun is solar powered and can be operated by remote control for greater safety and visibility by the operator. The Andalucian-based company has developed a little "green" car, which is also solar powered and can travel up to 30 kilometres per hour. The car is driven like a bicycle but with handlebars under the driver's knees and has built-in sound which gives the driver details of how environmentally friendly it is. Pictured with the Nippy Sun is its creator Jose San Martin Sanchez. - IP05 ●



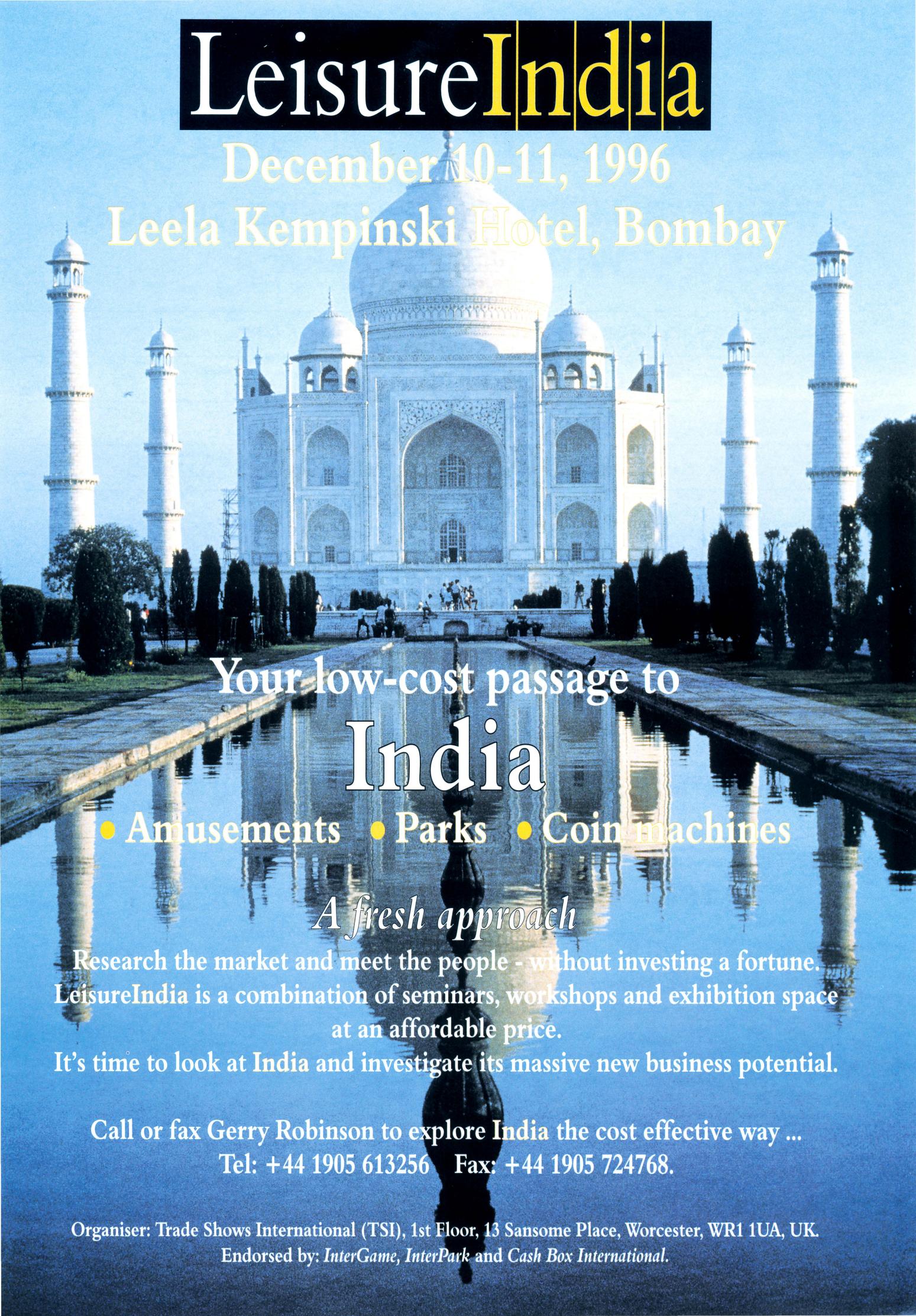
### MEMO PARK, ITALY

ITALIAN kiddie ride manufacturer Memo Park has developed still further its successful Santa Claus kiddie ride. Now the Santa is removable and can be replaced by the Happy Bear figure, so that operators may switch the style of ride depending upon the season of the year. The ride is coin-operated, with galloping reindeer and swinging effect to the sleigh. There are Christmas, or in the case of the bear version, appropriate sound effects. - IP04 ●

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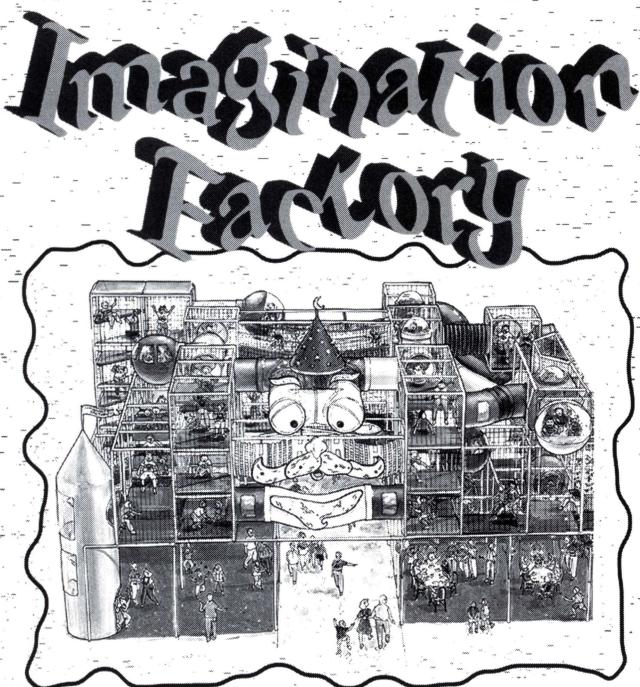
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No, you can't see the scars!

Having been savaged by a Bengal tiger on a recent trip to **Australasia**, John Graff, has steadfastly refused to parade his war wounds in front of *InterPark*. But, regardless of that, we have inside information that he has made a good recovery and will in future keep his arms and legs in the car.

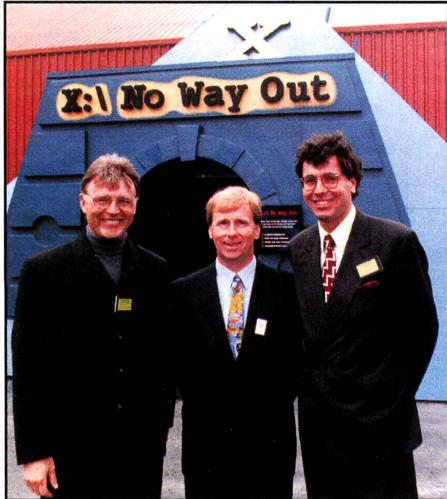
According to a major **German** parks industry stalwart, the fact that the **Chinese** are still subject to political decisions which affects commercial activities is somewhat unnerving. It creates a "shall-we, shall-we-not" situation when it comes to investing in that market, he said. It was, however, almost universally accepted at one of the recent Asian shows that Asia was still a major growth area for parks and that China would eventually evolve as a strong economic force.

The Heli Fun City amusement park at Al Ain, in the **United Arab Emirates**, a park which pioneered the business in the Emirates 15 years ago, and which is managed by National Hotels, is reported to be installing several new rides this year.

Still on the business in the **United Arab Emirates**, we understand that the Dreamland waterpark at Umm al Quwain, which is reported to be the largest in the world, will now open mid-October. The park makes the claim, we think, because of the land area it covers, around 200,000 sq.m. The equipment is coming from Spanish company Action Park, which is now reported to be opening an office in Dubai.

The on-off-on Lulu Island project in the **Emirates** is apparently on again, for the moment. But many in the business in that region are now treating it as a "cry wolf" situation and will only believe it when things really start to happen.

Just as we were going to press with this issue, we heard that the Wonderland park just nearing completion in **Dubai** had named the new general manager, who will be on assignment for LARC, the developers and the company which has the management contract. He will be Clive Stevens, one of the leading executives at Britain's Alton Towers. ●



These three industry dignitaries can be forgiven their smiles as they stand at the entrance to the latest ride at Thorpe Park, Surrey, **UK**. Peter Reaney (Design Workshop), Christopher Edge (Thorpe Park GM) and Roger Houben (Vekoma International) can enjoy the fresh air whilst from inside that innocuous looking archway come the screams of dozens of riders as realisation dawns that there is ... X:No Way Out! The oddly named ride is billed as the world's first "blackwards" ride – the only entirely backwards plummeting ride in total darkness. Aimed at the eight to 14 age group, a deafening soundtrack and various strange smells complement the ride's simulated shuddering track as the cars hurtle backwards in pitch blackness, with tension reportedly built before the riders embark thanks to a series of illusions and optical tricks in the queuing zone. Rumour has it that photographs taken after the men had ventured inside showed the same pearly whites – but their teeth were chattering!

The **South African** gambling centre of Sun City will soon have a major new theme park owned jointly by actress Elizabeth Taylor and popstar Michael Jackson, according to talk coming from the South African market. Further details were expected as we were going to press.

Far more solid is information from **Japan** about a major new park which has opened on the Tokyo Bay waterfront. It is named Joypolis, opened on July 10 and is owned by giant entertainment group Sega.

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